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## **KEY=JOB - AVILA ENRIQUE**

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**Factor Variation on Job Satisfaction of Banking Employees A Comparative Study on Public and Private Banks In the competitive banking industry, the success of the organization totally depends on the workforce. The level of job satisfaction of the employee implies the image of the organization and it leads to the accomplishment of the goals of the organization and may vary with the banking sector; public versus private. The main purpose of this study is to compare the job satisfaction level of bankers and analyze significant influencing factors on job satisfaction in accordance with the sector. The data were collected through a questionnaire, from 150 employees in Badulla district, Sri Lanka. The chi-squared test and ordinal logistic regression model was used to identify the significant determinants. According to the regression analysis, there were positive significant effects from empowerment, job security, recognition and appreciation, relationship with the staff and work-life balance on public bank employee's job satisfaction. The most significant causative factor was the empowerment of employee and when there was an advance**

in empowerment; a person is 4.116 times more likely to be satisfied. However, in the private sector other than the work-life balance, all other significant causes were varied. The ability to utilize skills, the possibility of growth, salary, work-life balance and working environment were positively affected on job satisfaction. In the private sector, dominant significant impact factor was work-life balance and employee was 6.619 times more likely to be in satisfying level when there is an increase in the work-life balance. It implies that the impact factors on job satisfaction in the banking industry vary with the sector. **Psychological Empowerment and Job Satisfaction in the Banking Sector Springer** This book explores how psychological empowerment can influence and enhance job satisfaction. The authors argue that in today's working climate the wellbeing and involvement of employees is of utmost importance to any company's overall success and that management techniques like empowerment are the most effective means of achieving this goal. Based on an empirical study examining job satisfaction amongst employees of several private sector, public sector and new generation banks in Kerala, India as well as extensive literature review, this book discusses the role psychological empowerment plays in enhancing job satisfaction both locally and internationally. It goes on to analyze four dimensions of psychological empowerment and the role of job satisfaction in the relationship between psychological empowerment and job related stress. This book will be of great interest to scholars in management and psychology and is essential reading for industrialists and managers wanting to apply empowerment strategies in their own workplace. **Job Satisfaction of Bank Employees in Bangladesh** This study attempts to evaluate job satisfaction of bank employees in Bangladesh. It focuses on the relative importance of job satisfaction factors and their impacts on the overall job satisfaction of employees. In this study the targeted population is employees of Bank. The Banks include private and public Bank. The data was collected and administered by means of a structured questionnaire. The study showed that organizational factors such as work conditions, pay, fairness, and promotion significantly influenced employee job satisfaction in Bank. However, individual factors such as age and gender did not significantly influence employee job satisfaction in Banks. The overall job satisfaction of the bank officers is at the positive level appeal to their customers. In such situation, job satisfaction of bank officers becomes an important issue that has to be taken care of in order to achieve ultimate goals of the banking sector in Bangladesh. **Employee Satisfaction and Service Performance in Banking Sector LAP Lambert Academic Publishing** Is it true that satisfied employees demonstrate a higher level of service performance? What can raise employees' job satisfaction and what aspects of job are valuable for staff? In contemporary competitive environment these questions are of current interest of researchers and businesses. This book incorporates theoretical background covering this issue and presents a research conducted in a Russian Bank. Due to their constant contact with customers, front-line employees have been selected for survey.

Firstly, employees' job satisfaction was studied with focus to intrinsic and extrinsic factors that affect the general job satisfaction. Secondly, service performance was measured by combination of self-assessed method and the company's reports. And, finally, the relationship between job satisfaction and performance was explored. The book can have value for students, researchers and business people. Influence of Job Satisfaction in Escalating Employee Performance Facts from the Financial Sector of Pakistan LAP Lambert Academic Publishing This study explained the nature of relationship between job satisfaction and job performance of the middle level employees of Pakistan banking sector. Pakistan economy was facing economy crises last 30 years and banking sector was showing instability since 2005. This study helps the measure the job performance effectiveness by the job satisfaction so banks can improve their performance by satisfying their employees. For the measurement of the job satisfaction and job performance, two models were considering to analysis the nature of relationship between them. Demographic factors such as age, gender, salary and expenses were use to show the background of the respondents. Analysis of these factors showed that employees in early stages of careers are more satisfied then older employees and they performed also better than those employees. Factors Affecting to Job Satisfaction of Banking Employees in Sri Lanka Special Reference Public and Private Banks In Anuradhapura District Employees are the backbone of any organization. They are the most precious and important asset among all the assets of any organization. Job satisfaction is a part of employee life satisfaction. So the employee job satisfaction becomes one of the top priority issues in the banking industry. Therefore, the study aims to identify the level of job satisfaction of banking employees' in private and public banks in Sri Lanka with reference to Anuradhapura District. All employees who are working in both public and private banks in Anuradhapura District were the population of the study and out of them 226 employees were selected as sample of the study based on stratified sampling technique. Data were processed through number of rigorous analysis to derive a robust conclusion. The findings of the study indicated higher level of job satisfaction of public sector banking employees than private sector employees in Sri Lanka. Further study regression result highlighted statistically significant impacts of work itself, salary, job security and recognition on employee job satisfaction in baking sector Sri Lanka, however possibility of growth and working conditions no longer make significant impacts on employee job satisfaction. Finally, study identified salary as a greatest explanatory variable of employee job satisfaction in banking sector, Sri Lanka. Quality of Work Life and Job Satisfaction in Banking Sector LAP Lambert Academic Publishing An organization's strength is determined by the quality of its human resources which play a pivotal role in the utilization of the other resources. Since organizations are managed and staffed by people, the challenges and the opportunities of creating and managing them frequently emerge from the people themselves. It is the responsibility of those who are managing the

capital, the material and other information assets, to add value to the organization, also by managing their human resources, the human capital effectively. The study focuses on Quality of Work Life and Job satisfaction of employees in Public and Private Sectors... OCCUPATIONAL STRESS, JOB PERFORMANCE AND JOB SATISFACTION Lulu.com A Study on the Relationship between Employee's Job Satisfaction and their on Job Performance In Business Universal Development Bank LTD., Nepal GRIN Verlag Master's Thesis from the year 2016 in the subject Business economics - Business Management, Corporate Governance, grade: 67, , language: English, abstract: The research study has been intended to examine the relationship between employees' job satisfaction and their on job performance and its impact on retention, turnover and execution evaluation framework at the Business Universal Development Bank Ltd. in Kathmandu, Nepal. Because of new regulations being recommended by NRB (Central Bank) for expanding four times capital of the banks and financial institutions (BFIs) to make their capital base stronger, BUD Bank has been confronting difficulties of (i) expanding four times its paid capital and (ii) channelizing the credits all the more proficiently and effectively. In the request to adapt to these circumstances, the employees need to expect the basic role by taking a couple of profitable and capable drives. For this, the management needs to review the employees' present job satisfaction, and its impact on their performance, retention, and turnover for taking appropriate measures for further change on upgrading their execution to extend profitability. It has been endeavoured to audit different articles/ international journals displayed by various specialists/researchers/scholars on the points i.e. job satisfaction, and its impacts on job performance, retention, turnover, and performance evaluation. It is found that JS has the significant relationship with JP, retention, turnover, and performance evaluation. As indicated by authors Locke (1976); Olusola, Funmilola and Sola (2013); and Velnampy and Sivesan (2012), there are six to ten variables of job satisfaction and these have positive impacts on job performance, retention, turnover, and execution assessment. In any case, there are considered six variables (work assigned, salary, promotion, supervision, colleagues, and working environment) of job satisfaction proposed by Locke (1976) for this study. These variables are regular to all types of organisations. Olusola, Funmilola and Sola (2013) find in their study that these six variables of JS have significant positive effect on JP demonstrating the entirely great relationship between JS and JP. The Impacts of Job Motivation and Job Satisfaction on Job Performance Among Employees of Retail Banking Sector in Vietnam After being an official member of WTO in 2007, Vietnamese government accepted privatization of banking sector and open the "door" to foreign direct investment organizations to have more opportunities to operate in Vietnam. However, the job performance of employees still has the problems that affect directly to the customer services quality. In this research, the quantitative study examined the relationship among selected variables in order to determine the effects of job motivation and job satisfaction on

job performance among retail banks' employees in Vietnam. A convenience sample of 350 bank employees participated in the study. The findings showed a positive correlation between job motivation and job performance in bank employees ( $r = .43$ ,  $p$ -Value The Impact of the Use of Information Systems on Job Satisfaction LAP Lambert Academic Publishing With the fast developing technological environment and with increased competition, firms are seeking competitive advantages that support sustainable business models. These changes are introduced in haste into the work environment. With the limited time available for employees' adaptation, this human asset is still expected to perform and exceed expectations. However, the pressure to learn, adapt, change, perform, is increasing the work-stress and affecting employees' job satisfaction. This document helps the reader gain insight into the relationships between information system usage and employee job satisfaction in the commercial banking sector of Lebanon. The factors tested are important to the understanding of the job satisfaction process for employees in general, and for commercial banking employees more specifically. The findings of this field investigation support the importance the information system usage in this work environment, and puts forth practical suggestions to bank managers. The manuscript is interesting to IS/IT managers HR managers, to seeking an answer as to which is more important, consideration for people, or consideration for work? Factors Contributing to Employee Satisfaction in the New Zealand Banking Industry "The banking industry of New Zealand is working on the improvement of customer satisfaction to increase the retention of customers. One of the key factors in customer retention is their satisfaction with the services provided by banking staff. Exploring the factors' effect on job satisfaction of the workforce and finding solutions for proper management of them is a worthy research area, which will contribute to achieving bank goals and objectives and to meeting their obligations to New Zealand society. Although many researchers have focussed their attention on this matter in other context, there is a lack of research regarding job satisfaction in the New Zealand banking industry. Therefore, primary motive of this study is to identify factors which are influencing bank employee satisfaction in New Zealand. This research uses secondary qualitative data collected from the New Zealand website of Glassdoor Inc. to explore factors affecting employee satisfaction. Using secondary data has its own advantages whereas, it is less expensive and less time consuming. This online platform displays salary information and reviews of companies, posted anonymously by staff who work or have worked for a company. The reviews which have been collected from banking employees working in the New Zealand banking sector. The data were analysed using qualitative content analysis. This analysis was facilitated by the content analysis software, Leximancer. The findings helped to identify the factors which contribute to the satisfaction of employees in the New Zealand banking industry. The study found that factors such as the compensations, training, leadership style and stress relief strategies may help the New Zealand banking sector to

improve employee job satisfaction. Motivated and satisfied staff contribute to the overall quality of the services provided by banks. Improvements in employee satisfaction are expected to alleviate employee stress and counter their intention to leave their organisation. The findings of this study may help banking sector management, leadership for implement to enhance their employees job satisfaction level." -- Abstract. Emotional Intelligence and Job Satisfaction in Greek Banking Sector The purpose of this paper is the examination of the issue of emotional intelligence and job satisfaction, concerning a sample of bank employees in the Greek banking sector. Particularly, this paper examines the concept of emotional intelligence and job satisfaction and investigates the application of emotional intelligence based on variables, such as the gender of employees, age, educational level and their previous experience in the Greek banking sector. In order to satisfy the main objective set above, a conducting quantitative research was designed, based on a questionnaire with closed-ended questions. In combination with the questionnaire methodology some useful statistical tests and models were used such us Cronbach's Alpha, Kolmogorov-Smirnov's test of normality, Spearman's rho correlation and the simple linear regression model. The main conclusion of this paper is that gender, age, marital status and job position, representing a portion of the demographic characteristics of the examined sample, affects the levels of emotional intelligence of employees in the banking sector. Additionally, emotional intelligence seems to exert an influence on the everyday life of workers and modulates the levels of professional satisfaction. Job Satisfaction and Organizational Commitment LAP Lambert Academic Publishing Employees are always considered important to any organization, because they constitute an important Human Capital. Through their experience and knowledge (both tacit and explicit) they bring lot of charisma to the organization. This 'CHARISMA' can be of any type, like; they bring versatility in their work. If organization is working on the principle of decentralization and empowerment, then employees surely brings versatility through their work style, decision making. All of these Charismatic charms of employees bring enhanced commitment towards their organization if they are satisfied from the organization. So, satisfaction comes from the working environment, dealing of supervisor with the subordinates, behavior of colleagues and organization's compensation policies. So, this satisfaction leads to the commitment towards organization mainly in three forms; they feel sense of belonging with the organization, they want to be with that organization for rest of their career or they feel like obligation to stay with that organization. This research work is done with the insight to find the empirical evidence of job satisfaction on organizational commitment of corporate sector employees. The Role of Trust in Job Satisfaction and Work Engagement Among Bank Employees Job satisfaction - - Workplace trust -- Work engagement -- Indirect effect -- Banking sector -- Werkstevredenheid -- Werksplekvertroue -- Werksbetrokkenheid -- Indirekte effek -- Banksektor. Relationship Between Job Satisfaction, Organizational

**Commitment and Turnover Intention Among Bank Employees A Study on Selected Banks of Bangladesh** Job satisfaction and organizational commitment has become a significant issue for any organizations. The aim of the study was to measure the level of job satisfaction, organizational commitment and turnover intention based on the banking sector of Bangladesh. The study was based on some selected banks of the country. For collecting data, purposive sampling method was used. For analyzing data, multivariate analysis techniques like factor analysis and Smart PLS were used. Descriptive statistics were used for explaining data sources and the demographic characteristics of the respondents. Composite reliability (CR) values ranged from 0.838 to 0.914 which exceeded the recommended value of 0.70 and all Cronbach's alpha values are above 0.60 cutoff values. The R square values show that Organizational Commitment and Job Satisfaction moderately explain 42.4 % and 54.5 % of the variance in workers' turnover intention respectively. By using factor analysis, this study found that satisfactory promotional system, fair rewarding system, satisfactory payment level, experience and training based salary, support in personal emergency from the organization, planning to change the organization, workplace flexibility in performing tasks were most influential factors that have influence on job satisfaction, organizational commitment, and turnover intention of Bank employees in Bangladesh. This study suggests that if workers are paid satisfactorily, where salary is experience and training based, and there is a support in personal emergency, then these variables will lead bank employees to a higher level of committed team and improved turnover rate simultaneously. **Analytic Study of the Job Enrichment Leading to Employees' Job Satisfaction and Performance (JSP) in the Banking Sector in the North of Lebanon** This research studies the effect of job enrichment as an intrinsic motivational factor on the job satisfaction of Lebanese commercial bank employees in Muhafazat North Lebanon. This research shows whether or not intrinsic motivation such as job enrichment can be differentiated from extrinsic motivation in affecting performance of the employee. Since job satisfaction plays a significant role in affecting employee performance, the importance of job enrichment as a leading factor to job satisfaction is tested empirically. **Job Satisfaction of Women Employees in Banking Sector: A Study in Chitradurga District** Effect of Emotional Intelligence on Employee's Job Satisfaction A Case of Private Bank in Karachi **Job Satisfaction & Organizational Citizenship Behavior In Banking Sector of Pakistan** LAP Lambert Academic Publishing The purpose of study is to explore the relationship between Job Satisfaction and Organizational Citizenship Behavior (OCB) among employees working in banking sector of Pakistan. 350 managerial level employees from banking sector have contributed in this study by filling the questionnaire. The survey was conducted to test the hypothesized relationship between job satisfaction and organizational citizenship behavior of the banking employees. The 5-point Likert-scale research instrument for job satisfaction and its aspects was developed, based on the work of Herzberg two factor theory. Dimensions of OCB were

developed based on the work of Parsons and Shrills (1951). Thus, in this research, OCB is defined as being composed of 4 main dimensions, namely, 1) Interpersonal Helping; 2) Individual Initiative; 3) Personal Industry; and 4) Loyal Boosterism. The results reveal significant information that can help organizations to increase job satisfaction by improving the organizational citizenship behavior. The Impact of Emotional Intelligence on Job Satisfaction Evidence from a Large Indian Bank In the last few years, the banking industry has witnessed many changes in banking policies due to severe competition from the private sector banks. As a result of such changes, the workforce is experiencing high level of job stress and dissatisfaction. This paper aims at understanding the association between emotional intelligence and job satisfaction and finding out the factors of emotional intelligence which have an impact on job satisfaction. The study is based on descriptive and exploratory research. The study used a structured questionnaire containing three sections: demographic, emotional intelligence and job satisfaction. The main finding of the study is that emotional intelligence affects the job satisfaction of employees of banking sector. The study suggests that the bank should undertake emotional intelligence audit at all levels in the organization to identify emotional intelligence of the employees. The bank should organize activities to increase the interaction between employees so as to improve their relationship and also offer various facilities to the female staff so that they can have a positive work-life balance. Job Satisfaction and Its Impact on Task and Contextual Performance in the Banking Sector in Sri Lanka The relationship between Job Satisfaction and Job Performance has long been established. But, there are limited researches on Job Satisfaction and different dimensions of Job Performance. However, the extent of the association has not been investigated comprehensively in the context of the Sri Lankan banking sector. The purpose of this study was to investigate the impact of job satisfaction on Task Performance and Contextual Performance of non-managerial employees in the banking sector in Sri Lanka. The sample consisted of 400 non-managerial employees randomly selected from Systemically Important Banks. Two questionnaires were administered among the managers and non-managerial employees. The non-managerial employees' level of Task Performance and Contextual Performance was evaluated by the Bank Managers. The Job Satisfaction questionnaire was used to measure the level of Job Satisfaction of non-managerial employees. The collected data were analyzed using regression analysis and correlation coefficient. The results of the study indicated that Job Satisfaction had a significant positive relationship with Task Performance and Contextual Performance. It was recommended that Job Satisfaction of non managerial employees should be enhanced to improve the Task Performance and Contextual Performance of the non-managerial employees. Impact of Employee Empowerment On Employee's Job Satisfaction and Commitment with the Organization LAP Lambert Academic Publishing This Study focused on employee empowerment and how empowerment is related to job satisfaction and

employee's commitment with the organization in the banking sector of Pakistan. It also evaluates the empowerment given to employees in banking sector of Pakistan, their satisfaction, and commitment level. Hypothesis statements contend that employee empowerment positively affects the job satisfaction and employee's commitment. Data was collected from 334 employees from the different branches of banks in Lahore. Findings of the study support the hypothesis. In addition, it is also found that job satisfaction has a positive impact on employee's commitment with the organization. Employee empowerment offers organizations an invaluable tool in their quest for organizational competitiveness. Impact of Human Resource Management Practices on Job Satisfaction Among the Employees of Private Banks Human resources are considered to be a critical organizational resource that facilitates an organization to sustain its effectiveness and value. Banking sector in India is facing furious competition as far as human resources is concerned. In such a competitive business environment retaining of productive employees is complicated tasks when competitors are struggling for attract human resources from other organizations by providing attractive compensation and promotional plans. In order to retain productive employees it should be ensured that they are satisfied from the human resource practices prevailing in the concerned organization. The purpose of present study is to analyze and achieve a better understanding of the impact of human resource practices on job satisfaction among the employees of private sector banking. In the present study, the multiple linear regression model was applied and revealed the phenomenon by investigating empirical justification in this regard and considering the Training, Employee participation and Compensation as main contributory factors towards employees' job satisfaction. On the contrary performance appraisal and team work has no significant impact on job satisfaction of the employees of private banks. The regression results revealed that overall fit of regression is statistically significant at 5% level of significance. The study revealed that none of the HRM practices variables have no high correlation or presence of multi-collinearity. The results from correlation analysis indicated that job satisfaction of employees is positively correlated with HRM practices like training, performance appraisal, team work, employee participation and compensation. The individual regression coefficient of independent variables like training, employee participation and compensation are statistically significant at 5% level of significant whereas the coefficient of independent variables like employee participation and compensation are statistically insignificant. Impact Of Mergers On Employees In Banking Sector Of Pakistan Focus on Employee Commitment, Employee Satisfaction and Employee Turnover Intentions LAP Lambert Academic Publishing The core idea behind this study was to gain an understanding of the relationship between organizational mergers and human resource concerns. Exclusively the concept of employee satisfaction, commitment and turnover intentions were examined in relation to banks that were being merged in Pakistan. Variables such as psychological effects, cultural

conflicts, job insecurity were examined for a possible significant or insignificant relationship to employee job satisfaction, commitment and turnover intentions. It was hypothesized that; employees were dissatisfied as a result of merger, employees did not feel committed after merger and hence they intend to leave the job. The quantitative method of data collection that is questionnaire was used by the researcher. The outcomes were discussed under provisions of research questions developed in the study. This is done through a discussion of the conclusion drawn from the findings. It was thus wrapped up that when an acquisition is made, management should not only focus on the end result, but also pay attention to the human resource factors that can lead to the success or failure of merger. Psychological Capital and Job Satisfaction of the Non Managerial Employees in the Banking Sector in Sri Lanka The traditional approaches once considered vital to employee satisfaction have proven insufficient to the competitive business world. The positive psychological capabilities have gained much attention in the recent past as a new approach to improve the job satisfaction of the employees. The purpose of this study was to examine the impact of psychological capital on job satisfaction of the non-managerial employees in the banking sector in Sri Lanka. Data for the study was collected from 357 randomly selected non-managerial employees from the banking sector in Sri Lanka using a structured questionnaire and correlation coefficient and regression were used for the data analysis. According to the data analysis, the psychological capital of the non-managerial employees is positively and significantly correlated with their job satisfaction. The concept of psychological capital can be used as an intrinsic motivator in the banking sector. Job Satisfaction of Employees in Indian Railways Archers & Elevators Publishing House The Influence of Traditional Culture and Demographic Characteristics on Job Satisfaction Among Kuwaiti Women Employees in the Kuwaiti Banking Sector Employees' Perception about Merger in Banking Industry A Case Study LAP Lambert Academic Publishing This monograph is a modest attempt to understand the hard realities regarding employees' perception and the success of merger & Acquisition. The major objectives of the study are to study the general awareness level of the employees about the merger, to identify the factors, which are responsible for changes in attitude of employees after merger, to assess the employee satisfaction level (pre and post merger) and to study employees' perception towards work culture after merger. This study added value to the body of existing literature on bank M&As by examining the level of job satisfaction among bank employees who have experienced the M&A. The study clearly communicate that the banks pursuing M&As as growth strategy must consider the Human Resources or more precisely employees as a main factor for the success of the M&A process. In absence of proper attention it may lead to unwanted consequences like the high rate of attrition, poor morale, and negative attitudes that can affect the customer service, and decrease in efficiency and productivity. AN EXPLANATORY STUDY ON THE IMPACT OF EMPLOYEE BENEFITS, RECOGNITION AND

**REWARD, AND WORKING CONDITIONS TOWARDS JOB SATISFACTION AMONG EMPLOYEES IN THE BANKING SECTOR IN KUALA LUMPUR** The Effects of Total Quality Management Practices on Employees' Job Satisfaction in the Banking Industry Comparative Job Satisfaction of Public & Private Sector Bank Employees (ICICI and SBI). The banking system plays very important role to develop an economy by enabling it to be competitive and strong enough to face any financial problem and hence forms the core of money market in an advance country. The banking structure of every economy is going to change with the changing environment. Banks are the most significant players in the Indian financial market because they are the biggest purveyors of credit and attract most of the savings from the population. Banking plays very important role in the economic development of all the nations of the world because developed banking system holds the key as well as serves as a barometer of economic health of a country. As banking institutions are the backbone of a nation's economy, the well-organized management of human resources and the maintenance of higher job satisfaction levels influence the growth and performance of an entire economy. The Indian banking sector is a fast-growing financial service sector that has seen remarkable progress after nationalization. The Indian banking system can be generally categorized into "scheduled commercial banks" and "non-scheduled commercial banks". Scheduled commercial banks can be further classified into public sector banks, private sector banks. Over time, differences have been observed between public sector banks and private sector banks in terms of various operational and efficiency parameters. Sustainable Organic Agriculture for Developing Agribusiness Sector MDPI Developing sustainable organic agriculture and resilient agribusiness sector is fundamental, keeping in mind the value of the opportunity presented by the growing demand for healthy and safe food globally, with the expectation for the global population to reach 9.8 billion by 2050, and 11 billion by 2100. Lately, the main threats in Europe, and worldwide, are the increasingly dynamic climate change and economic factors related to currency fluctuations. While the current environmental policy provides several mechanisms to support agribusinesses in mitigating organic food for daily increasing human population and stability of the currency, it does not contemplate the relative readiness of individuals and businesses to act correctly. Organic farming is the practice that relies more on using sustainable methods to cultivate crops and produce food animals, avoiding chemicals and dietary synthetic drug inputs that do not belong to the natural ecosystem. Organic agriculture can also contribute to meaningful socioeconomic, ecologically sustainable development, and significantly in the development of the agribusiness sector, especially in developing countries. Work Commitment and Employee Job Satisfaction Study of Commercial Banks The competition in commercial banking sector in Pakistan is at the peak and expectations of every owner of the institution is to be the leader of market, in this context they are eager to find out the determinants of employee job satisfaction, keeping in view the above situation

researchers meet together from different disciplines to work out the issue. In this connection study of commercial banks of Sukkur region, Sindh Pakistan was carried out through collecting the primary data from the officers and employees of different commercial banks, used the same through SPSS, and results states that over all model is fit and significant and work commitment is positively and significantly correlated/related to each other. A Study On Women Employees Attitude About Work Life Balance Archers & Elevators Publishing House Strategic Innovative Marketing 4th IC-SIM, Mykonos, Greece 2015 Springer This book presents the latest on the theoretical approach of the contemporary issues evolved in strategic marketing and the integration of theory and practice. It seeks to make advancements in the discipline by promoting strategic research and innovative activities in marketing. The book highlights the use of data analytics, intelligence and knowledge-based systems in this area. In the era of knowledge-based economy, marketing has a lot to gain from collecting and analyzing data associated with customers, business processes, market economics or even data related to social activities. The contributed chapters are concerned with using modern qualitative and quantitative techniques based on information technology used to manage and analyze business data, to discover hidden knowledge and to introduce intelligence into marketing processes. This allows for a focus on innovative applications in all aspects of marketing, of computerized technologies related to data analytics, predictive analytics and modeling, business intelligence and knowledge engineering, in order to demonstrate new ways of uncovering hidden knowledge and supporting marketing decisions with evidence-based intelligent tools. Among the topics covered include innovative tourism marketing strategies, marketing communications in small and medium-sized enterprises (SMEs), the use of business modeling, as well as reflecting on the marketing trends and outlook for all transportation industry segments. The papers in this proceedings has been written by scientists, researchers, practitioners and students that demonstrate a special orientation in strategic marketing, all of whom aspire to be ahead of the curve based on the pillars of innovation. This proceedings volume compiles their contributions to the field, highlighting the exchange of insights on strategic issues in the science of innovation marketing. Work Life Balance, Job Satisfaction and Organizational Commitment A Study on Bank Employees Bhubaneswar, Odisha In the changing banking-climate, mostly managing an individual employee has become more difficult than ever before. A balanced life is one where we spread our energy and efforts between key areas of importance. Work life balance (WLB), a well-researched area, has been getting renewed research interest, as the dimensions change. Organizations gain high productivity when their workers are satisfied with organizational policies and practices. Organizational commitment is comprised of three dimension affective, continuance, and normative commitment. Affective commitment is influenced by the extent to which the individual's needs and expectations about the organization are matched by their actual experience (Storey, 1995). This

paper explored the impact of work life balance on job satisfaction and organizational commitment among the employees of public sector banks of Bhubaneswar, Odisha. An empirical survey of a sample of 100 employees provided the basis for analysis. Data, collected through a structured, pre-tested questionnaire, and analyzed through SPSS.

**Women and Job Satisfaction** LAP Lambert Academic Publishing Human resources are one of the most important resources that organizations own. Efficient and experience workforce always becomes an important contributor towards overall organizational performance. In the present world of business, human resource competence determines level of competence of an organization. In order to remain competitive, firms have to take part in increasing satisfaction level of its human capital on regular basis. Females, although the most important element of workforce but are the most neglected part of our economy and the gender differences are prevailing at their apex level. In lieu of all those international agreements which Pakistan has signed, employees do not receive their rights properly. Females have also contributed in the development of this country since its inception. About one fifth of the Pakistan's GDP is generated from informal sector which employed 20 million workers in total, out of which 12 million are female staff (Mustafa, 2011). So women are a big chunk of workforce in Pakistan. This research is an attempt to evaluate the job satisfaction level of female employees working in the banking sector and telecommunication sector of Pakistan.

**Measuring Job Characteristics Relationships Implications for Banking Sector Employees** LAP Lambert Academic Publishing Many theoretical studies as well as empirical investigations have proved that a well designed job leads towards motivated and satisfied employees. The focus of this research was to determine the job satisfaction and motivational level of the employees of banking sector of Pakistan through the application of job characteristics model given by Hackman & Oldham (1975). Empirical analysis techniques such as correlations and multiple regressions results showed that job characteristics are positively and significantly related to the personal outcomes: e.g.: general satisfaction, internal work motivation, growth satisfaction. The psychological states could not be proved as mediator between the job characteristics and personal outcomes. However importance of psychological states cannot be ignored. Regression coefficients of psychological states also showed the significant amount of variance explained by psychological states. The growth need strength could also not be proved as moderator. Overall the implications of this research can be very helpful for designing the motivating and satisfying jobs for the banking sector employees.

**Factors Affecting Employees Performance and Retention A Comparative Analysis of Banking and Educational Sector of Karachi** This study investigated the impact of core drivers of job satisfaction including promotions, increment and bonuses, supervisor's support, career development and advancement opportunities and working conditions on two dependent variables i.e. job performance and employees retention. For this purpose a comparative study is conducted

in education and banking sector of Karachi. A sample of 100 employees was collected from each sector then results were analyzed through Confirmatory Factor Analysis and Structural Equation Modeling. The results found both the education and banking sectors are different in terms of chosen human resource policies Secondly, it has been found that results are dissimilar for both sectors in terms of different hypotheses. Career development, compensation and promotions are insignificant key divers of job satisfaction for job performance. While, working conditions, compensations and co-workers are insignificant key divers of job satisfaction for employees' retention. Result's implication is different for banks' managers and educational institutions' managers based on significance of coefficients however human resource policies vary in different business settings. Indeed, more the job satisfaction better chance of good employees' performance while it reduces the intention to switch and keep the human talent retained.