

DETERMINANTS OF EMPLOYEE COMMITMENT IN BANKING SECTOR OF PAKISTAN

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Abstract

Purpose:

The purpose of this research was to find out the determinants of employee commitment in banking sector of Pakistan. It is believed that there is a lack of employee commitment with their jobs, they intent to reduce their work effort, increase absenteeism and intent to leave the organization mostly in third world countries including Pakistan. In view of the above, the present study aims at finding out determinants of employee commitment.

Methodology/sample:

The research was an explanatory in nature. The primary quantitative data was collected using a well-structured questionnaire and open ended interviews. Convenience sampling technique was used to approach 400 respondents from four stock listed banks i.e. Habib Bank limited (HBL), Meezan Bank, Bank Al Habib and Askari Bank. Statistical analysis 2-tailed through Pearson's correlation (correlation test and regression test) is used.

Findings:

The study has revealed that work life balance and working environment have significant impact on employee commitment. However managerial support, reward and recognition and career growth and opportunities were found insignificant.

Practical Implications:

The findings/ results of this research will help organizations to understand the importance of employee commitment. In addition, it provides knowledge about determinants / factors which have positively contributed towards experiential employee commitment. To keep employees committed and satisfied organizations can use these determinants and implicates in their organizations.

Key words: Employee Commitment (EC), Managerial Support (MS), Working Environment (WE), Work Life Balance (WLB), Reward and Recognition (RAR) & Career Growth and Opportunities (CGO).

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