IDENTIFY THE LEVEL OF JOB SATISFACTION, COMMITMENT AND LOYALTY OF EMPLOYEES IN NIB BANK

By

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Best regards,

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Author of Dissertation

ABSTRACT

Introduction: The purpose of this research is to take the understanding of the impacts and implications of human resource management practices for the employee job satisfaction, commitment and loyalty in NIB Limited.

Methodology: Research respondents of this research are the employees of NIB Bank working in Karachi at either head office and Branches. The employees covered are the operational level employees which include employees of grade OG-1 and OG-2, relational ship managers and their respective team, branch employees, human resource management employees and others executive which are working at head office. At least 200 respondents would be reached to fill the questionnaire.

Findings: Based on the research performed and data analyses it is concluded that employees of NIB Limited are satisfied with their job. However, employees feel dissatisfaction as they are not involved in the decision making process and employees' feels that they are not aware of the critical information which they should be aware of. For the commitment employees at NIB are committed to their jobs however, employee bonding with each other is weak and employees perceive bank as a less growth platform for their career. With respect to loyalty it is concluded that employees are not loyal with Bank. It has been seen that there is a weak relation of employee loyalty with the bank. Also the emotional aspect of the loyalty is found to be in negative. There arise various conflicts which also lead to the lack of employee loyalty with bank.

Practical Implications: This research is of significant worth for the management of NIB Bank to know about the results of their practices related to job satisfaction and creating employee commitment and loyalty for NIB Bank. Through this research the management can focus on the areas which require attention and may lessen their investment from areas which do not required must investment and efforts. This research would also help other banks to know about the impacts of various human resource practices for employee job satisfaction and work commitment and loyalty. The lessons learned from NIB Bank could also assist management of others bank for devising / altering their human resource practices.

KEY WORDS

Pay and Promotion ,decision making, Leadership, Fringe benefits and contingent rewards, Working environment and co-workers, Work Team.

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