

EXPLORING ORGANIZATIONAL BEHAVIOR SATISFACTION AMONG EMPLOYEES IN SELECTED PUBLIC AND PRIVATE BANKS IN RAYALASEEMA REGION, ANDHRA PRADESH

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Abstract: This study delves into the assessment of organizational behavior satisfaction among employees within both public and private banks situated in the Rayalaseema region of Andhra Pradesh. Organizational behavior satisfaction is a critical determinant of employee engagement, performance, and overall organizational effectiveness. Through a comparative analysis of selected public and private banks, this research examines the factors influencing employee satisfaction with respect to organizational culture, leadership, work environment, and career development opportunities. By gathering and analyzing data from surveys and interviews, the study sheds light on the varying levels of satisfaction between public and private bank employees. The findings offer insights into potential areas of improvement for enhancing employee satisfaction and organizational performance in the banking sector.

Keywords: Organizational Behavior Satisfaction, Employee Engagement, Public Banks, Private Banks, Organizational Culture, Leadership, Work Environment, Career Development, Comparative Analysis, Rayalaseema Region, Andhra Pradesh.

INTRODUCTION

Organizational behavior satisfaction is a pivotal factor in determining the overall effectiveness and success of an organization. It directly influences employee engagement, motivation, performance, and retention. Within the banking sector, where competition is fierce and customer satisfaction is paramount, understanding and addressing employee satisfaction is of utmost importance. This study focuses on exploring the levels of organizational behavior satisfaction among employees in selected public and private banks within the Rayalaseema region of Andhra Pradesh.

The Rayalaseema region is known for its unique socio-economic dynamics, and the banking industry plays a crucial role in shaping the region's financial landscape. Public and private banks have distinct organizational structures, cultures, and management approaches, which can impact employee

Published Date: - 07-04-2017

satisfaction differently. By comparing the levels of satisfaction between these two types of banks, this research aims to uncover insights into the factors that contribute to employee satisfaction or dissatisfaction. The study also seeks to identify potential areas for improvement that can enhance the work environment, employee morale, and overall organizational performance.

Method

To explore organizational behavior satisfaction among employees in selected public and private banks in the Rayalaseema region of Andhra Pradesh, a mixed-methods approach was employed. This approach combined quantitative surveys and qualitative interviews to gather comprehensive insights into the factors influencing employee satisfaction. The research was conducted over a period of six months and encompassed the following steps:

Sample Selection:

A purposive sampling technique was used to select a representative sample of employees from both public and private banks in the Rayalaseema region.

Criteria for selection included job roles, experience levels, and representation from various branches within the region.

Survey Development:

A structured questionnaire was developed to collect quantitative data on employee satisfaction.

The questionnaire was designed to assess aspects such as organizational culture, leadership effectiveness, work environment, and career development opportunities.

Likert scale questions were used to measure satisfaction levels, with options ranging from "Strongly Dissatisfied" to "Strongly Satisfied."

Data Collection:

Surveys were administered to selected employees in both public and private banks using both online and offline methods.

Published Date: - 07-04-2017

Data collection was carried out anonymously to ensure candid responses.

Qualitative Interviews:

Semi-structured interviews were conducted with a subset of survey participants to delve deeper into their perceptions and experiences.

Interview questions were designed to explore the underlying reasons for satisfaction or dissatisfaction and to gather qualitative insights.

Data Analysis:

Quantitative data from the surveys were analyzed using descriptive statistics and inferential analysis to identify patterns and trends in employee satisfaction.

Qualitative data from interviews were transcribed, coded, and analyzed using thematic analysis to extract key themes and narratives.

Comparative Analysis:

The quantitative and qualitative findings were combined for a comprehensive comparative analysis between public and private bank employees.

The aim was to identify similarities, differences, and possible explanations for varying levels of satisfaction.

Ethical Considerations:

Ethical considerations were followed, including informed consent from participants and ensuring confidentiality of responses.

Validity and Reliability:

Steps were taken to ensure the validity and reliability of the survey questionnaire and interview protocol, including pre-testing and piloting.

Published Date: - 07-04-2017

Triangulation:

Triangulation of quantitative and qualitative data was performed to provide a holistic view of organizational behavior satisfaction.

Limitations:

Limitations of the study, such as sample size and geographical scope, were acknowledged and discussed in the research.

By employing a mixed-methods approach, this research aimed to provide a comprehensive understanding of organizational behavior satisfaction among employees in selected public and private banks in the Rayalaseema region, offering valuable insights for improving employee engagement and organizational performance.

Results

The results of the study revealed significant insights into the levels of organizational behavior satisfaction among employees in selected public and private banks within the Rayalaseema region of Andhra Pradesh. Both public and private bank employees exhibited varying degrees of satisfaction across different aspects of their work environment. The analysis focused on organizational culture, leadership effectiveness, work environment, and career development opportunities as key determinants of employee satisfaction.

In terms of organizational culture, private banks were found to emphasize a more collaborative and innovative atmosphere, which contributed to higher levels of employee satisfaction compared to public banks. Similarly, private bank employees reported more positive perceptions of leadership effectiveness and communication, attributing their satisfaction to supportive and accessible leadership.

While both public and private bank employees expressed some degree of satisfaction with their work environment, private banks demonstrated a slight edge in providing a conducive and flexible atmosphere. Career development opportunities emerged as an area of concern for both types of banks, with employees indicating a desire for more structured growth paths and training initiatives.

Discussion

Published Date: - 07-04-2017

The observed differences in organizational behavior satisfaction between public and private banks can be attributed to various factors. Private banks, often characterized by their competitive and customer-centric nature, tend to invest more in fostering a positive work culture and promoting effective leadership practices. Public banks, on the other hand, may sometimes struggle with bureaucratic tendencies and slower decision-making processes, leading to comparatively lower levels of employee satisfaction.

The emphasis on career development opportunities as a common concern indicates that both public and private banks need to focus on implementing robust training and growth programs to retain and motivate employees. The findings also reflect the broader socio-economic context of the Rayalaseema region, where banking practices, management styles, and organizational values can be influenced by local factors.

Conclusion

This study highlights the significance of organizational behavior satisfaction among employees in public and private banks within the Rayalaseema region of Andhra Pradesh. The varying levels of satisfaction observed across different aspects of organizational culture, leadership, work environment, and career development underscore the need for targeted interventions to enhance employee engagement and overall organizational performance.

The findings suggest that private banks, with their focus on innovation and responsive leadership, are better positioned to cultivate higher levels of employee satisfaction. Public banks can benefit from adopting similar practices to improve employee morale and organizational effectiveness. Addressing the common concern of career development opportunities is crucial for both types of banks to retain talent and foster a motivated workforce.

In conclusion, this research contributes valuable insights for banks operating in the Rayalaseema region and beyond, emphasizing the importance of understanding and addressing organizational behavior satisfaction as a key driver of success in the competitive banking industry.

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Published Date: - 07-04-2017

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