

PERMANENT REFERENCE

“INFLUENCE OF EMPLOYEES’ ABILITY ON
PRODUCTIVITY OF JANASHAKTHI INSURANCE COMPANY
LIMITED WITH SPECIAL REFERENCE BATTICALOA
DISTRICT”

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KUL



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ABSTRACT

Firms productivity is a primary determinant of an organization's profitability and ultimately, its ability to survive. If one organization is more productive than another, it will have more profits to reinvest in other areas. Like wise it's easy to see how companies that are not people oriented will lose their best talent. It will be hard for them to maintain desired level of production, quality, and service without superior people to at least lead the effort. Result? The companies that are not people-sensitive eventually fail. There's a moral here. The best people will seek their best opportunities.

So the employees' ability becomes as an important factor in any organizational level. Because better employees' ability will enhance the employees' job performance and it will definitely lead to higher productivity.

This research investigation was designed to evaluate the influence of employees' ability over productivity. In this research the employees' ability based on the **Gaither (1997)**, for conceptualization frame. That is, here the employees' ability includes Education, Experience, Interest, Intelligent, Aptitude, Personality and Training. For this purpose the research was considered the Janashakthi insurance company limited in Batticaloa using data collected from a sample of 50 field officers. The analysis assesses the result empirically with distinct concepts.

The result indicates that the employees' ability in the research organization is in moderately satisfactory level. Therefore there are some recommendations given through the research to improve the prevailing situation and the implications are also given in the chapter 06.

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