ASSOCIATION OF EMPLOYEE'S EDUCATIONAL BACKGROUND WITH JOB ATTITUDES

06 JAN 2014
EASTERN UNIVERSITY

THARSHANA RAJASEGARAM
(REG. NO: EU/IS/2007/MS/49)

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DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA
2013

ABSTRACT

Nowadays all organizations have recognized that the notion that the fact that an organization can gain competitive advantage in marketplace only if it has employees who possess positive work related attitudes. Employees' attitudes play a crucial role in banking organization. Job opportunities are narrowing down and in the meantime, the educational variances are increasing in multi-dimensional approaches in Sri Lanka. The cause of this situation is that the different fields or non-related streams are competing for high demanding jobs, mostly inappropriately

Therefore this study was made to identify the Employees' educational background and job attitudes in People's Bank in Batticaloa region. Here, theoretical concept of job related attitudes and components of attitudes were illustrated. The impact of employees' attitudes has been identified and the association of employees, educational background and job attitudes were clearly discussed. The summary of the research evidences regarding association of employees, educational background and job attitudes also was presented.

The study was carried out on 5 branches with 95 respondents from People's Bank in Batticaloa region. Researcher used population as sample to select respondents from organizations. The finding of the study is the association between employees, educational background and job attitudes.

Therefore, this study focuses on how the different educational backgrounds are streamlined with the banking professions, which urge business related disciplines.

– *Researcher* –

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