

**RELATIONSHIP BETWEEN INTERPERSONAL  
COMMUNICATION SKILLS AND ORGANIZATIONAL  
COMMITMENT IN BRANCHES OF INSURANCE COMPANIES**

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Project Report  
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## ABSTRACT

The need for thoughtful, effective communication in the workplace is paramount. Seldom does an employee work in absolute isolation, instead, workers interact with consumers, peers, and management on a daily basis; this makes interpersonal communication an essential skill for today's employees.

The purpose of the study was to establish the relationship between interpersonal communication skills and organizational commitment. The manager's interpersonal communication skills are vital tools to enhance employees' commitment. According to this statement, this study mainly investigates the relationship between manager's interpersonal communication skills on employee's perception and employees' organizational commitment. It involved descriptive and analytical research designs. The study sample comprised of 140 field employees who were randomly selected. The data was tested for reliability, analyzed using SPSS, Excel and results presented based on the study objectives. Results revealed positive and significant relationships between interpersonal communication skills and organizational commitment in selected insurance branches in Mannunai north divisional secretariat Batticaloa district.

**Key words:** Interpersonal communication skill, Organizational commitment (effective, continuous, normative), Process of communication, Leadership, Motivation,

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