

THE RELATIONSHIP BETWEEN QUALITY OF WORK LIFE AND JOB INVOLVEMENT



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ABSTRACT

This research investigates the relationship between Quality of Work Life and Job Involvement of selected insurance companies in Trincomalee District. The principal objective of this research is to identify the relationship between Quality of Work Life and Job Involvement of selected insurance companies in Trincomalee District. Rise in the quality of work life would help employees' well being there by the well being of the whole organization.

To attain the objectives, the quantitative method was used and data were collected through questionnaires. A total of 130 questionnaires were distributed to employees of selected insurance companies in Trincomalee District. The data were analyzed using Pearson correlation and simple regression analysis. The findings exhibited that, there is a positive relationship between Quality of Work Life and Job Involvement and the levels of Quality of Work Life and Job Involvement of insurance companies in Trincomalee District are in high levels. In conclusion, it is observed that Quality of Work Life is related to employees' Job Involvement. This shows that employers need to develop working conditions and greater organizational efficiency to enhance high Job Involvement among the employees.

Keywords: Quality of Work Life, Fair and appropriate salary, Working conditions, Opportunity at work, Capacity at work, Organizational climate, Job involvement.

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