

THE STUDY ON KEY SUCCESS FACTORS FOR THE
EFFECTIVENESS OF THE POSTAL DEPARTMENT.
(SPECIAL REFERENCE TO BATTICALOA DISTRICT)



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2007

Abstracts

Every organization is bent on staying in a stable position in their business market. To achieve this, the organizations must face numerous Challenges from its environments. But it is questionable whether all these organizations are able to reach their goals. In this regards, this study concerns, why the postal Department is experiencing continue losses which renders post and communications services to millions of Sri Lankan .In this research this has been revealed as the main problem.

This research reveals the opinion of the people in regard to the Postal Department and the service rendered by Postal Department. In this research the effectiveness of postal department were looked in to with the help of five key success factors such as Service ,Technology, Marketing, Employee Skills and Organizational capability .Here Effectiveness means "as to how for the Postal Department has achieved its stated aimed Goals" .further it was also researched as to what extend the people of Batticaloa district making use of the 26 service rendered by the postal department .for this, 200 people from seven (7) Divisional secretariat division of Batticaloa district were selected as samples and found the effectiveness of postal department by providing 54 Statements annexed with 26 Services .

The qualitative and Quantitative research approach specifically designed to evaluate the Key success factors for the effectiveness of the Postal Department .200 Questionnaires were issued to publics who are residing seven Divisional secretariat Divisions .Data Evaluation was made through the Descriptive statistics with use of SSPS 11.version.

The Data Presentation and analysis was made with respect of each Variables and dimensions in Conceptualization. With the result obtained, a discussion was made in Chapter 06. The research has come to the conclusions that, considering the research information, only Employee skills moderately contribute the Postal Department effectiveness; other factors are contributing at Low level. Hence, in regard to key success factors if certain changes are taken place in the function of organizations it can retain from experiencing loss.

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