

**“A STUDY ON CAREER DEVELOPMENT OF STAFF
ATTACHED TO BANKING SECTOR IN TRINCOMALEE
DISTRICT”**

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ABSTRACT

Career development initiatives by an organization are a key retention tool to keep the best talent within its fold. It is one of the greatest motivators to keep an employee happy and engaged. Most organizations think so, and consider it a part of their critical human resource strategy. From the employees' point of view career development initiatives gives them a clear focus about their career track, the blind spots that they have to overcome and the final goal to be reached. This focused approach works to their advantage from their everyday work to long-term aspirations.

The research study has intended the title, "A study on career development of staff attached to banking sector in Trincomalee District". The objectives of this research study were to measure the level of career development of staff and to identify the factors that contributing on career development of staff. The research study's conceptualization framework has two variables such as individual factors (family background, gender, education, attitude, and personal interest) and organizational factors (motivation, organizational culture, and organizational commitment).

Primary and secondary data were used in this study. Primary data were collected from questionnaires and interviews and secondary data collected from bank's staff register and reports. 100 peoples were selected as sample and questionnaires were issued to them to collect the data.

The study found that the discussed two variables mostly indicate moderate level of development in staff's career. Therefore it was known from the conclusion, the banking sector and their staff has the responsibility to upgrade the level of career development at high level. Eventually this report recommends some remedial actions that help to improve the career development of staff.

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