

**A STUDY ON ACHIEVING COMPETITIVE ADVANTAGE
THROUGH EMPOWERING EMPLOYEES - SPECIAL
REFERNCE TO THE INSURANCE INDUSTRY IN
BATTICALOA**



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ABSTRACT

The aim of the study was to gain better understanding of empowerment for achieving competitive advantage in the insurance service sector. Empowerment can be described as giving discretion to frontline personnel to meet the needs of customers creatively. The research questions concerned investigating the level of empowerment, the level of competitive advantage and the relationship between the empowerment and competitive advantage in the selected insurance companies in Batticaloa district. In order to gain better understanding into these areas a questionnaire was provided to the employees of selected insurance companies in Batticaloa district. The 150 employees have been selected as sample from the total population (206) regarding this study.

The results showed that the selected insurance companies have a high level of empowerment and high level of competitive advantage and that is appropriate for their business. And also the researcher found that the dimensions of employee empowerment are positively affected on competitive advantage for insurance companies. The recommendation for the insurance industry is to follow the way of implementing empowerment with conditions for their employees to gain competitive advantage. The research study shows that employee empowerment and competitive advantage are crucial in organizational success. It also concluded that through employee empowerment, the insurance industry can improve their businesses and achieve a competitive advantage.

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