

A STUDY ON MARKETING MIX STRATEGIES TOWARDS CUSTOMER SATISFACTION IN BANK OF CEYLON IN BATTICALOA DISTRICT

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2013

A STUDY ON INFLUENCE OF EMPLOYEE VOICE ON HUMAN RESOURCE MANAGEMENT PRACTICES AT SELECTED INSURANCE COMPANIES IN MANMUNAI NORTH DIVISIONAL SECRETARIAT OF BATTICALOA

ABSTRACT

Empirical research on human resource management (HRM) practice has mainly assessed and evaluated the activity from an employer's perspective. Concern has been expressed about the lack of empirical analysis conducted from the employees' perspective. This exploratory study begins to fill this gap in the literature by examining the current views of employee voice influence on HRM practice through 117 employees in selected insurance companies in Batticaloa district. It identified those aspects of HRM that are important to an employee in the employment relationship today, and highlighted a number of shared concerns about practices in their organizations. Results revealed employee voice had no positive relationship with the HRM practice in selected Insurance company branches in Manmunai north divisional secretariat Batticaloa district. The results also provide insights for academics and practitioners to use as they seek to develop new policies and practices that are aimed at maximizing the potential of people in the workplace.

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