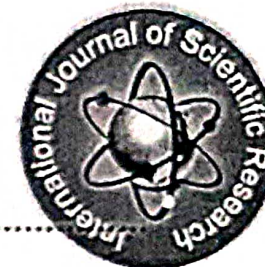


ISSN No: 2277-8179

Index Copernicus (IC) Value : 93.98

Impact Factor: 4.176

Certificate of Publication



This is to certify that

Mr./Mrs./Ms./Prof./Dr. **VIGI V NAIR**

has contributed a paper as author/ Co-author to

INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH

A Peer Reviewed, Referred, Refereed & Indexed International Journal

Title "A STUDY OF COMPETENCY MAPPING OF EMPLOYEES IN BANKING SECTOR (WITH SPECIAL REFERENCE TO BRANCHES OF HDFC BANKS IN KANNUR DISTRICT)"

and has got published in volume 07, Issue 01, JANUARY-2018

The Editor in Chief & The Editorial Board appreciate the Intellectual Contribution of the author/co-author

844

Executive Editor

Editor in Chief

Member, Editorial Board



A STUDY OF COMPETENCY MAPPING OF EMPLOYEES IN BANKING SECTOR (WITH SPECIAL REFERENCE TO BRANCHES OF HDFC BANKS IN KANNUR DISTRICT)



Management

Dr. Vigi V Nair

Assistant Professor, Department of Management Studies, Payyannur College, Kannur University, Kerala, India.

ABSTRACT

"In this vibrant world only one thing is eternal and that is change" so keeping velocity with ever changing environment is always be a prerequisite and challenge for business world in several areas of management including human resource management, as it is necessary for business houses to choose job-fit personality for sustainable growth and development. Keeping these views in mind, researcher identified the need of competency mapping in various business areas and conducted a survey on competency mapping in Banking sector, special reference to staff in HDFC Banks in Kannur District. Competencies are components of a job which are reflected in behavior that is apparent in a work place. The common element most frequently mentioned are knowledge, skills, abilities, aptitudes, personal suitability behavior and impact on performance at work. The main emphasis of organizations has begun to believe in excelling and not in competing. The competency mapping affects the existing competencies of employees. Therefore, the paper attempts to measure the role of competency mapping in the efficient performance of the employees at middle level and determine various functional areas, where the competency mapping can prove beneficial. The research of study based on primary data collected by the mean of questionnaire from the different branches of HDFC BANK, located at different place in Kannur District. Similarly, the result of study prove that, the competency mapping is necessary for the performance and future growth of bank because the growth and development of every business is based on the efficient and satisfied working staff.

KEYWORDS

Competencies, Resources, Performance Appraisal, Assessment Career Development, Banking etc

INTRODUCTION OF STUDY

"Any underlying uniqueness required for performing a given task, activity or role successfully can be considered as competency"

"Arthashastra" famous book of Chanakya has explained competency mapping models as early as 3000 years ago. Nowadays present organizations are started talking in terms of competence. Gone are the days when people used to talk in terms of skill sets which would make their organizations competitive. There has been shift in focus of the organizations in recent years and now they believe in excelling instead of challenging. It is better for the organization to build a core competency that will guide the organization in disaster and develop the human resource as well because human resource development is the most precious way for the overall progress of the organization.

Organizations of the potential will have to rely more on their competent employees than any other resource. It is foremost factor that determines the success of an organization. Competencies are inner tools for motivating employees, directing systems and processes and guiding the business towards common goals that allow the organizations to increase its value. Competencies provide a universal language and method that can amalgamate all the major HR functions and services like recruitment, Training, Performance Management, Remuneration, Performance Appraisal, Career and Succession planning integrated Human resource management system.

Last 15 years, human resource and organizational development professionals have generated a lot of interest in the notion of competencies as a key element and measure of human performance. Competencies are now becoming a frequently used and written term in organizational context. It include the gathering of success factors necessary for achieving important results in a specific job or work role in a particular organization. Success factors are combinations of Knowledge, Skills, and Attributes that in those jobs or work roles. Attributes include: personal uniqueness, traits, motives, values or ways of thinking that impact an individual's behavior.

"Competency mapping is the process of identification of the competencies (technical, managerial, Behavioral, conceptual knowledge, attitude skills etc) and key attributes required to perform successfully a given job or role or a set of tasks at a given point of time". Competency mapping process is designed to consistently determine and assess individual and group performance as it relates to the prospect of the organization and its customers. It generally examine two areas: emotional intelligence or emotional quotient (EQ) and strengths of the individual in areas like team structure, leadership, and decision-making.

Competency mapping contains two sets of data. One set is based on organizational workflow and processes. It starts with the clear pronunciation of workflow and processes, including all quality and quantity requirements, inputs and outputs, decision criteria, and group performance capabilities. It is collected through the utilization of a variety of evaluation tools and procedures capability. It is collected through the deployment of a variety of an assessment tools and procedures to assess the extent to which individual and group performance capabilities, an overall trend line is created that identified where in process specific developmental opportunities exists, and with what specific population. Competency mapping process can be foundation for aligning workflow and process outputs with critical customer requirements with a foundation of required employee attributes and competencies.

MEANING AND CONCEPT

Competencies are required to perform successfully a give job or role or a set task at a given point of time. It consists of breaking a given role or job into its constituent's assignment or activities and identifying the competencies (Technical, managerial, Behavioral, Conceptual Knowledge and Attitude and Skills etc) needed to perform the same successfully.

Competency: HAYES (1979) defines that "Competencies are generic knowledge motive, trait, social role or a skill of a person linked to superior performance on the job". In year 2002 UNIDO defines "Competency is a set of Skills, related knowledge and attributes that allow an individual to successfully perform a task or an activity within a specific function or a job". For understanding the concept we required to understand following terms:-

Competency Map: A competency map is a list of an individual's competencies that represent the factors most significant to success in a given jobs, departments, organizations, or industries that are the part of the individual's contemporary career plan.

Competency Mapping : Competency mapping is a progression an individual uses to recognize and describe competencies that are most critical to accomplishment in a work situation or work role.

Competency profiling : It is the procedure of identifying the knowledge, skills, abilities and judgment required for effective performance in a particular occupation or profession. Competency profiling is business/company specific.

Competency mapping is one of the most significant developments for HR function. It provides much needed objectivity to HR practices and HR linked activities. Now the assessment role HR has altered from



Indus Foundation for Education,
Research & Social Welfare
(A registered society with global linkages)

Paper Id: 52018/180518

Dated: May 11, 2018

Certificate of Publication

This is to certify that the research paper entitled "Demonetisation Impact on Black Money, Counterfeit Currency and Corruption" authored by "Dr. Vigi V Nair, Assistant Professor, Department of Management Studies, Payyannur, College, Kannur University, Kerala, India" has been reviewed by the board and published in "International Journal of Research in Management, Economics and Commerce (IJRMEC), UGC approved Journal No. 48542; ISSN 2250-057X (Online), Volume-8, Issue-5, May 2018, page 17-19; Impact Factor (SJIF) – 2016: 6.384.

Managing Editor (IFER&SW)

Demonetisation Impact on Black Money, Counterfeit Currency and Corruption

Dr. Vigi V Nair

(Assistant Professor, Department of Management Studies, Payyannur, College, Kannur University, Kerala, India)

Abstract: Anniversary of demonetisation was celebrated on 8th October on the night of the day demonetisation of higher denomination notes of Rs 500 and 1000 withdrawn from the circulation and new currency notes of Rs. 500 and 2000 issued for means of exchange. The decision to withdraw 86 per cent of the cash in circulation has thrown India into threat. Such a big and unexpected policy change naturally carries with it a large collateral damage at least in the short run where in India large section of the economy is comprised of the informal or unorganized sector which runs on cash.

The researcher aim on of this paper is to through the light on how, demonetisation decision show impact on Black money, Counterfeit currency and Corruption in the country. In this paper it will be analyzed to see whether the said objectives by the Prime minister of India Mr. Narendra Modi are getting accomplished after the decision.

Keywords: Demonetisation, Black money, Counterfeit currency and Corruption.

I. INTRODUCTION

The sudden decision of demonetisation taken by the prime minister of India, Narendra Modi, made all the Indians to stand in the lines outside the Banks for getting the new currency notes for their basic requirement. This decision made innocent people who are no way connected with the 3 major aim told to ban the 86 per cent of circulating currency are, to drain out the black money, terrorism funding through counterfeit currency sent by neighboring countries and Corruption in India. In the beginning this decision was welcomed by the country people and they want to bare the pain of standing in the lines for the sake of countries development and prosperity. As the time passes and situation not getting normalized peoples patience was decreasing and they are getting fed up with daily standing in the lines outside the banks putting aside important economic activities. In a New York Times op-ed, Indian economist and World Bank Vice-President Kaushik Basu strongly criticized the policy, rightly pointing out that it's "mostly hurting people who aren't its intended targets." he further added "but demonetisation is a ham-fisted move that will put only a temporary dent in corruption, if even that, and is likely to rock the entire economy."

Aims of the study

On 8th November, 2016, in his address to the nation about the objectives of Demonetisation the prime minister of India said there are three major aim i.e. elimination of Black money, Counterfeit currency and Corruption from the country. In this paper it will be analyzed to see whether the said objectives are getting accomplished after the decision.

Fake Currency Circulation in India

One of the reasons of Demonetisation is Fake currency circulation in India and it is used for funding the terrorist activities. Here it is required to understand what is the quantity in terms of number of notes and its value is in circulation in the Indian economy.

According to the RBI data for the year 2015-16 out of the 90.26 billion currency notes in circulation not more than 0.63 million are fake, which equals to 0.0007 per cent interns of number of currency notes. In terms of value, out of the total 16.41 lakh crores in circulation only 0.2964 Billions is fake, which is equals to 0.0018 per cent.

Source: Reserve Bank of India, Note: Assuming number of Rs 2 and Rs 5 notes to be equal

The above data does not include the notes seized by the police and other enforcement agencies.

On November 18th 2016, the National Crime Records Bureau submitted a report to Lok Sabha on fake currency notes seized by police and other enforcement agencies for the year 2013 to 2016 (up to 30th September)

Source: Lok Sabha It is clear from the above data in the year 2015, 0.88 million currency notes with the value of 438.3 million is fake and for the year 2016 (up to 30th September) 0.57 million currency notes with the value of 278 million is seized

According to "Estimation of the quantum of FICN in circulation", the joint study by the Indian Statistical Institute and National Investigation Agency conducted in the year 2015, to analyze fake-currency trends, especially those originating across India's borders it is clear that out of every 1 million note in circulation in India 250 notes are fake i.e. 0.00025 per cent. At any given point out of 16.41 lakh corores in

UGC APPROVED
CARE LISTED JOURNAL

ISSN - 2229 - 3620

GOVT. OF INDIA RNI NO. - UPBIL/2015/62096



SHODH SANCHAR BULLETIN

JOURNAL OF ARTS, HUMANITIES AND SOCIAL SCIENCES

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

Ref. No. : SSB/2020/KIS32

Date : 11-12-2020

Certificate of Publication

Prajith P K

Research Scholar

Department of Management Studies,
Kannur University, Kerala, India.

Dr. Vigi V Nair

Research Guide

Department of Management Studies, Kannur University
Assistant Professor, Payyanur College, Payyanur, Kerala, India

TITLE OF RESEARCH PAPER

**HUMAN RESOURCE MANAGEMENT PRACTICES :
AN ANALYSIS OF IMPACT ON EMPLOYEE JOB
SATISFACTION AND JOB RETENTION**

This is certified that your research paper has been published in
Shodh Sanchar Bulletin, Volume 10, Issue 40, October to December 2020

Editor in Chief

SHODH SANCHAR BULLETIN
BILINGUAL INTERNATIONAL
RESEARCH JOURNAL, LUCKNOW

CHIEF EDITORIAL OFFICE

• 448 /119/76, KALYANPURI THAKURGANJ, CHOWK, LUCKNOW -226003 U.P.

Cell.: 09415578129, 07905190645

E-mail : serfoundation123@gmail.com

Website : <http://serresearchfoundation.in> | <http://serresearchfoundation.in/shodhsancharbulletin/>

GOVT. OF INDIA RNI NO.: UPBIL/2015/62096

UGC Approved Care Listed Journal

ISSN
2229-3620

ICIS



SHODH SANCHAR

Bulletin

An International
Multidisciplinary
Quarterly Bilingual
Peer Reviewed
Refereed
Research Journal

Vol. 10

Issue 40

October to December 2020

Editor In Chief

Dr. Vinay Kumar Sharma

D. Litt. - Gold Medalist



sanchar
Educational & Research Foundation

UGC APPROVED
CARE LISTED JOURNAL
GOVT. OF INDIA RNI NO. - UPBIL/2015/62096

ISSN No. 2229-3620



SHODH SANCHAR

Bulletin

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

• Vol. 10

• Issue 40

• October - December 2020

≡ EDITORIAL BOARD ≡

Prof. Surya Prasad Dixit
Lucknow University, Lucknow

Prof. Shraddha Singh
Banaras Hindu University

Prof. Santosh Kumar Shukla
Jawahar Lal Nehru University, New Delhi

Prof. Pawan Sharma
Meerut University, Meerut

Prof. Karuna Shankar Upadhyay
Mumbai University, Mumbai

Prof. Hemraj Sundar
Mahatma Gandhi Sansthan, Moka, Mauritius

Prof. Abdul Alim
Aligarh Muslim University, Aligarh

Prof. Susheel Kumar Sharma
Mizoram University, Mizoram

Prof. Padam Kant
University of Lucknow

Prof. Arbind Kumar Jha
BBA Central University, Lucknow

Prof. Sheela Mishra
Usmania University, Hyderabad

Prof. Nagendra Ambedkar Sole
Central University of Rajasthan

≡ EDITOR IN CHIEF ≡

Dr. Vinay Kumar Sharma
Chairman
Sanchar Educational & Research Foundation, Lucknow

PUBLISHED BY

 **sanchar**
Educational & Research Foundation

14.	SUICIDE TENDENCIES AMONG THE STUDENTS FOR BEING UNABLE TO ATTEND ONLINE CLASSES : A MEDIA REPORT ANALYSIS	Dr. Swapan Kumar Maity Jitu Ghosh	85
15.	TRADITIONAL TECHNOLOGIES, RITES AND RITUAL SONGS IN THE AGRARIAN SOCIETY OF MANIPUR	Dr. Oinam Ranjit Singh Dr. Rajkumar Jackson	91
16.	JAPANESE ENCEPHALITIS : A PERSISTENT THREAT FOR RURAL CHILDREN	Dr. Preeti Sinha	94
17.	EXISTENTIAL ALIENATION AND DISPLACEMENT : A THEMATIC STUDY IN ANITA DESAI'S BYE-BYE BLACKBIRD	Dr. Rohini Rana	98
18.	IMPACT OF FOLK MEDIA ON RURAL DEVELOPMENT	Dr. Vikas Dogra Mr. Krishan Gopal Thakur	102
19.	MAIN STREAMING OF TRIBAL PEOPLE THROUGH MEDIA : SOME OBSERVATIONS	Pawan Koundal	106
20.	A JOURNEY TOWARDS ACHIEVING MOTHERHOOD	Monalisa Mondal	110
21.	HEURISTIC AND PROSPECT THEORY IN INVESTMENT DECISION MAKING	Ms. Suvidha Chaplot Dr. Roopam Kothari	116
22.	AN ASSESSMENT OF STATUS OF LITERACY AND GENDER GAP OF BIRBHUM DISTRICT, WEST BENGAL	Dr. Anindya Mondal	122
23.	ISSUES AND PRESENTATION OF "DANGAL" PROGRAMME ON AAJ TAK CHANNEL : A CRITICAL STUDY	Adarsh Kumar	129
24.	FROM GOVERNMENT TO GOVERNANCE : AWARENESS SURVEY OF COLLEGE STUDENTS	Dr. Suman Kumari Katoch	134
25.	HUMAN RESOURCE MANAGEMENT PRACTICES : AN ANALYSIS OF IMPACT ON EMPLOYEE JOB SATISFACTION AND JOB RETENTION	Prajith P K Dr. Vigi V Nair	140
26.	EFFECT OF YOGA ON ALCOHOL WITHDRAWL SYMPTOMS	Sourabh Kukreti Dr. Sanjay Singh	147
27.	CLARITY OF DECISION MAKING AND KARMA YOGA IN REFERENCE TO BALGANGADHAR TILAK'S VIEW IN BHAGWAT GITA	Arunesh Mitra Dr. Sanjay Singh	152
28.	ETIOLOGICAL ASPECTS OF INTERNET ADDICTION AND YOGIC PROTOCOL : A CRITICAL REVIEW	Manas Das Vijay Kumar	156
29.	CIVIL SOCIETY'S CAMPAIGN AGAINST CHILD LABOR AND ITS SOCIO-CULTURAL DETERMINANTS : A SOCIOLOGICAL INVESTIGATION	Bhavna Wal Dr. Amar Pal Singh	164



HUMAN RESOURCE MANAGEMENT PRACTICES : AN ANALYSIS OF IMPACT ON EMPLOYEE JOB SATISFACTION AND JOB RETENTION

□ Prajith P K*
Dr. Viji V Nair**

ABSTRACT

Human resources management (HRM) practices are management tools that contribute to organizational success. The purpose of this study was to evaluate how HRM practices in the educational institutes affect job satisfaction and turnover intention. The current study used four HRM practices such as training and development (TND) practice, performance management practice, career management practice and grievances management practice. Data has been analysed with the help of Process Macro. The findings suggest that perception of employees regarding the HRM practices positively impacts their job satisfaction and in turn reduce the turnover intention. The findings from this study provide a comprehensive framework for both academic and managerial responses to resolve the labour and skill shortage crises.

Keywords : Human resources management (HRM); job satisfaction, mediation and job retention.

1. Introduction

The education sector in India is estimated to be worth USD 91.7 billion and is expected to witness a major growth in the coming years.

The success of any educational institution is believed to rely mainly on the quality of its human resources and its consideration of human resource management as the heart of the educational administration (Jones & Walters, 1994).

Satisfied and efficient human resources are the key factor for any organization to face the challenges of today's business. The most critical challenges that the Indian educational institutes continue to encounter is that of high employee turnover.

The impact of human resource management (HRM) practices popularly known as HR practices on organizational performance and employee attitudes has been a leading area of research in the developed world for years (Delaney and Huselid, 1996; Huselid, 1995; Katou and Budhwar, 2007; Petrescu and Simmons, 2008).

Limited number of studies has been conducted on HR practices in the context of developing countries in general (Schuler as cited in Budhwar and Debrah, 2001, Sing, 2004, Yeganeh and Su, 2008) particularly educational institutes.

Against this background, the aim of this study is to test the mediating effect of employee satisfaction on the relationship between HRM practices and turnover intentions.

Theory and Hypothesis development

Theorists conceptualize social exchange as a "series of symbiotic transactions that yield some sort of relational attachment between the parties involved" (Cropanzano and Mitchell, 2005).

Therefore, drawing from social exchange theory, this study presupposes that favorable employee perception of HRM practices would stimulate job satisfaction among employees that would, in turn, weaken turnover intent in them.

Moreover, this study has out forward that job

*Research Scholar - Department of Management Studies, Kannur University, Kerala, India.

**Research Guide - Department of Management Studies, Kannur University & Assistant Professor, Payyanur College, Payyanur, Kerala, India



मत्स्यं शिवं सुन्दरम्
Estd. 1949

Journal of
The Maharaja Sayajirao University of Baroda

Certificate of Publication

Certificate of publication for the article titled:

**IMPACT OF CORPORATE GOVERNANCE PRACTICES IN BANKING SECTOR - AN
INDIAN CONTEXT**

Authored by

Dr.Vigi V Nair,

Assistant Professor, Department of Management Studies , Payyanur
College, Kannur Dt. Kerala, India

Volume No .54 No.2(X) 2020-2021

in

Journal of The Maharaja Sayajirao University of Baroda

ISSN : 0022-0127

Printed and Published by


Editor

Journal MSU of Baroda

**IMPACT OF CORPORATE GOVERNANCE PRACTICES IN BANKING SECTOR - AN
INDIAN CONTEXT**

Dr. Vigi V Nair, Assistant Professor, Department of Management Studies, Payyanur College,
Kannur Dt. Kerala, India

ABSTRACT:-

Corporate governance is an age old notion which provides for a set of apparent relationships between an institutions management, its board, shareholders and other stakeholders. Corporate Governance is now recognised for improving competitiveness and enhancing efficiency and thus improving investors' confidence and accessing capital. In the present era, Bank and Financial Institutions are the backbone of the economic sector of any country. Working of banks is different from other corporate in many important respects, and that makes corporate governance of bank not only different but also critical. If a corporate fails, the fall outs can be restricted to the stakeholders, but if a bank fails, the impact can spread rapidly through other banks with potentially serious consequences for the entire financial system and the macro economy. So the present study is mainly focused to evaluate the corporate governance practices in present banking sector and how it can be improved further.

Keywords : Corporate Governance, Role of Corporate Governance, Kingfisher Airlines

INTRODUCTION

Corporate governance plays an important role to protect the rights of thousands of shareholders, who have ownership in the company but do not play an active role in governing day to day business activities. Corporate governance is a part of Indian corporate sector since the beginning but corporate governance failure and fraud of Satyam Computer Services Limited increased the concerns about corporate governance in India. Banks are important catalysts for economic reforms, including corporate governance practices. Because of the systemic function of banks, the incorporation of corporate governance practices in the assessment of credit risks pertaining to lending process will encourage the corporate sector in turn to improve their internal corporate governance practices. To attract and retain the commitment of investors, customers, employees, Banks should ensure that they match the global benchmark in Corporate Governance Practices. In the last few years, it is found that the corporate fraud and governance failure is occurring frequently in the banking sector which is why we require good corporate governance in this sector. So it is needed to provide proper norms and laws aligned with international requirements to govern a corporate. India is looking more developments through the merging and formulating new banks like merging of Vijaya Bank and Dena Bank with Bank of Baroda, Syndicate Bank with Canara Bank, emerging of Kerala bank and also the stakeholders are more concerned about the trustworthiness of banking transactions. So the present study is focused to analyse the role of Corporate Governance practices for policy making and the security of the social interest.

REVIEW OF LITERATURE

INTERNATIONAL CONTEXT

Yamaoka (2002) conducted a comparative study of Japanese and Korean banks which found that their banks followed a different corporate governance approaches. While the Korean Government has placed a high priority on increasing shareholder value in banks, the Japanese Government appears to be less focused on this issue. He also pointed out that the Korean banks have at least half of their boards constituting outside directors, while outside directors have a minimal presence in Japanese banks.

Business Standard (2002) quoted that a report has been prepared for an investors' forum in Malaysia. The report has examined and ranked 495 companies in 25 markets on their corporate governance

HR Conference 2022

MYSORE, INDIA

[HOME](#)

[CALL FOR PAPERS](#)

[REGISTRATION](#)

(

Conference Proceedings of 10th International HR Conference on HR for Business Excellence

M

essage from Editorial Board

Corporate world has experienced unprecedented disruptions, due to covid 19, and Human Resources (HR) has been at the heart of it. Starting from the changes brought in the strategic business decisions to the day-to-day operations, the whole gamut of business operations have been modified to suit the new normal business. In the above context, SDMIMD has organized the 10th International HR Conference on "HR for Business Excellence" on 15-16 December 2022, under the aegis of BCIC – SDMIMD Centre for Excellence in Management. Academicians, management practitioners, consultants, research scholars, and students were invited to contribute their articles and papers on various HR topics. Here we are bringing out the edited volume of research articles and papers, presented in the said Conference.

We sincerely thank all the paper contributors and participants, who have made this publication, a reality. We express our sincere gratitude to the Management of SDME Trust, and SDMIMD faculty and staff, for all the encouragement and support in this academic endeavor.

Warm regards,

Editorial Board – International HR Conference 2022

Important dates

Abstract submission deadline extended till
21st November 2022

Full Paper Submission
10th December 2022

Registration
7th October 2022 onwards

Conference Date
15-16 December 2022

Opportunities for Publication

Full Papers of authors that are accepted and having duly completed the registration process will be published in Electronic medium in the form of

HR Conference 2022

MYSORE, INDIA

[HOME](#)

[CALL FOR PAPERS](#)

[REGISTRATION](#)

[CONTACT](#)

- [HR2241](#) **A Study on Labour Welfare Practices at Essilor Manufacturing India Private Ltd, Bengaluru by K.B.Ravindra**
- [HR2243](#) **Importance of human resource analytics in the modern world by Piyush Bose, Balu L**
- [HR2245](#) **The impact of hybrid work model on work-life balance by Muthu Selvi. L, Sharumathi.V, J. J. Savithri**
- [HR 2247](#) **Impact of determinants of Organization Citizenship Behaviour on Individual Outcomes by Kavyashree M B, Simran S Punjabi**
- [HR 2248](#) **Developing competency mapping framework for faculty members of B schools by Vinayak Anil Bhat, Urmila Itam, Pallavi Vyas**
- [HR2249](#) **“Employee Satisfaction Evaluation under OCTAPACE Culture Methodology with Special Reference to IT based Startups in Bengaluru City” by Vinith H P**
- [HR2253](#) **Study On Post Pandemic Stress Management in Workplace by Janmitha K L, Balu L**
- [HR2255](#) **Empirical Confirmation of The Mediating Role Of Social Support In The Relationship Between Burnout, Working Conditions, And Turnover Intention by Prajith P K, Vigi V Nair**
- [HR2256](#) **Occupational Stress Management in Health Insurance Sector with Special Reference to Private Health Insurance**

Empirical Confirmation of the Mediating Role of Social Support in the Relationship Between Burnout, Working Conditions, and Turnover Intention[#]

P. K. Prajith^{1*} and V. N. Vigi²

¹Research Scholar, Department of Management Studies, Dr. Janaki Ammal Campus, Kannur University, Thalassery - 670661, Kerala, India

²Research Guide, Department of Management Studies, Dr. Janaki Ammal Campus, Thalassery, Kannur University, Kerala, India & Asst. Professor, Payyanur College, Payyanur - 670327, Kerala, India

Abstract

The shortage of competent professionals has long plagued the health workforce globally. The increase in workload brought on by the COVID-19 outbreak has made things worse. The factors influencing turnover intention are working conditions and burnout. Social support has been taken as the mediating factor. The hypotheses are formulated among these factors. Significant healthcare system failures occurred during the epidemic's peak, leading to requests for answers to the industry's mounting problem of high employee turnover. Pre-emptive measures should be taken to retain healthcare workers because of the potential for this turnover to worsen given the tremendous strain the healthcare profession has already been under throughout the epidemic. This study looks into the factors that affect healthcare employees' decisions to depart. SMARTPLS is used to adopt structural equation modelling and analyse it. The partially mediated model was supported by the findings. The likelihood of turnover was positively correlated with both burnout and working conditions. The usage of this theoretical framework by leaders of various sorts of organisations should be further investigated in future research utilising more precise measurements for requirements and resources. The usage of this theoretical framework by leaders of various sorts of organisations should be further investigated in future research utilising more precise measurements for requirements and resources.

Keywords: Burnout, Social Support, Turnover Intention, Working Conditions

1. Introduction

Charoensukmongkol, *et al.* (2016) stated that employees are regarded as one of the most significant assets of the corporation and that businesses must create an environment at work that promotes psychological health. Being in a globalised market, the attrition rate is a challenge that every organisation, regardless of its nature or size, must deal with. According to Tett and Meyer (1993), the term turnover intention refers to

a conscious and purposeful willingness to leave the organization. It is a key determinant of real turnover and both types of voluntary and involuntary turnover are possible (Griffeth, *et al.*, 2000). Employees are the ones that start voluntary turnover. According to Bluedorn (1978), it is the method through which an employee voluntarily leaves their association with the company. In contrast, involuntary turnover is the result of employer initiative. Understanding

*Email: pkprajithraj@gmail.com

[#]This is the modified version of the paper presented in the 10th International HR Conference on "HR for Business Excellence" organised by SDMIMD, Mysuru on December 15-16, 2022.

Empirical Confirmation of the Mediating Role of Social Support in the Relationship Between Burnout, Working Conditions, and Turnover Intention

[Jump To References Section](#)

 P. K. Prajith

 Research Scholar, Department of Management Studies, Dr Janaki Ammal Campus, Thalassery, Kannur University, Kerala

 V. N. Vigi

 Research Guide, Department of Management Studies, Dr. Janaki Ammal Campus, Thalassery, Kannur University, Kerala, India & Asst. Professor, Payanur College, Payanur - 670327, Kerala

DOI: <https://doi.org/10.18311/sdmimd/2023/33009>

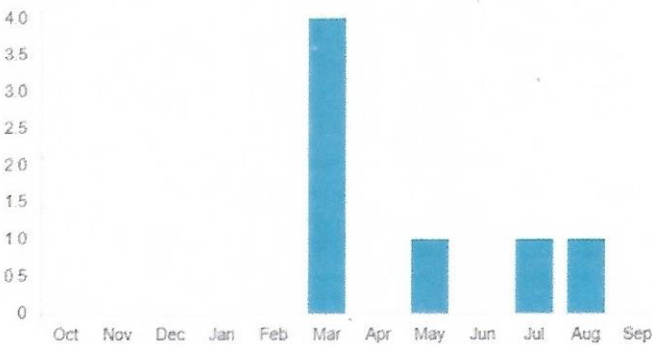
Keywords: Burnout, Social Support, Turnover Intention, Working Conditions

ABSTRACT

The shortage of competent professionals has long plagued the health workforce globally. The increase in workload brought on by the COVID-19 outbreak has made things worse. The factors influencing turnover intention are working conditions and burnout. Social support has been taken as the mediating factor. The hypotheses are formulated among these factors. Significant healthcare system failures occurred during the epidemic's peak, leading to requests for answers to the industry's mounting problem of high employee turnover. Pre-emptive measures should be taken to retain healthcare workers because of the potential for this turnover to worsen given the tremendous strain the healthcare profession has already been under throughout the epidemic. This study looks into the factors that affect healthcare employees' decisions to depart. SMARTPLS is used to adopt structural equation modelling and analyse it. The partially mediated model was supported by the findings. The likelihood of turnover was positively correlated with both burnout and working conditions. The usage of this theoretical framework by leaders of various sorts of organisations should be further investigated in future research utilising more precise measurements for requirements and resources. The usage of this theoretical framework by leaders of various sorts of organisations should be further investigated in future research utilising more precise measurements for requirements and resources.

 Check for updates

DOWNLOADS




METRICS


Volume 14, Special Issue, 2023

PUBLISHED: 2023-03-23

EDITORIAL

Editorial

 B. Venkatraja


 Citations 0

 PDF ²

 Abstract views: 9 times |  Download: 2 times |  <https://doi.org/10.18311/sdmimd/2023/33307>

ARTICLES

A Perspective on the Application of Artificial Intelligence in Sustainable Agriculture with Special Reference to Precision Agriculture

 V. Henry Arokia Raj, Cynthia Xavier de Carvalho

1-13


Keywords: Agroecology, Agrometeorology, Artificial Intelligence, Efficiency, Sustainability

 Citations 0

 PDF ⁹

 Abstract views: 16 times |  Download: 9 times |  <https://doi.org/10.18311/sdmimd/2023/33006>

A Study on the Impact of Perceived Benefits on Customer Preference for Electric Vehicles

 Catherine Nirmala J, Joyan Dsouza

15-26


Keywords: Customer Perception, EV Infrastructure, Perceived Benefits, Renewable Energy

 Citations 0

 PDF ¹⁹

 Abstract views: 24 times |  Download: 19 times |  <https://doi.org/10.18311/sdmimd/2023/33279>

An Econometric Analysis of Public Expenditure and Agriculture Output: An Evidence from India

 Duragesh Pujari, R. R. Biradar

27-33

Keywords:

Agriculture, Cointegration, Economic Growth, Expenditure, VECM

JEL Classification: H6, Q1, C4, C5

Citations 0

PDF 15

Abstract views: 19 times | Download: 15 times | <https://doi.org/10.18311/sdmimd/2023/33007>

Awareness of Shareholder Engagement among Sub-Brokers, Investment Advisors and Shareholders

N Maruti Rao

35-47

Keywords: Investment Advisors, Proxy Advisory Firms, Shareholders, Shareholder Engagement, Sub-Brokers

Citations 0

PDF 6

Abstract views: 5 times | Download: 6 times | <https://doi.org/10.18311/sdmimd/2023/33005>

Empirical Confirmation of the Mediating Role of Social Support in the Relationship Between Burnout, Working Conditions, and Turnover Intention

P. K. Prajith, V. N. Vigi

49-63

Keywords: Burnout, Social Support, Turnover Intention, Working Conditions

Citations 0

Altmetric 1

Tweeted by 1

1 readers on Mendeley

[See more details](#)

PDF 7

Abstract views: 9 times | Download: 7 times | <https://doi.org/10.18311/sdmimd/2023/33009>

The Study on Quality of Air and Economic Development in India: An Argument for Sustainable India

Prerana K Jain

65-74

Keywords: Economic Development, India, Quality of Air, Sustainability

Citations 0

PDF 7

Abstract views: 32 times | Download: 7 times | <https://doi.org/10.18311/sdmimd/2023/32439>

 **Submit a Manuscript**

A STUDY ON CUSTOMER PURCHASE BEHAVIOUR OF HANDLOOM PRODUCTS AMONG COLLEGE TEACHERS WORKING UNDER KANNUR UNIVERSITY

Archana Kemanabally

*Assistant Professor & Research Scholar, Department of Management Studies
Payyanur College, Payyanur, Kannur District, Kerala
Email: archanak79@gmail.com*

Dr. Vigi V Nair

*Research Guide & Assistant Professor, Department of Management Studies
Payyanur College, Payyanur, Kannur District, Kerala
Email: vigivnair@gmail.com*

ABSTRACT

Handloom Industry is one of iconic symbol of the tradition of India bearing all its cultural values and traditions. It is an integral part of the textile industry which occupies a distinct and unique place in the economy. The significance of this sector is that it is the second largest employment provider after agriculture incorporating 95% of the global production of hand-woven fabric in the FY2020. The extraordinary skills and craftsmanship make up for the uniqueness for the design of the product thereby meeting the demand of the consumers. Understanding the Consumer Behaviour and perception is the most vital constituent for the continuous flow of products from the manufacturer to the consumer. It plays a major role in the marketing concept because ideas, perceptions, thoughts etc makes the entire buying process highly dynamic. Due to the advent of industrialisation and technology advancement, textile sector has offered customers with a wide variety of clothing at minimal cost. This is a serious disadvantage to the Handloom sector which proves to be more costly and competitive to upgrade themselves in line with the market trend as it is difficult to distinguish the handloom products from others. In this viewpoint this study aims to analyse the effect of the socio, demographic and economic factors that affects the consumer purchase decisions. Also, an attempt is made to study the satisfaction derived from factors such as quality, availability, design, material, sales support, marketing challenges faced by this sector. Also detecting the problems affecting the handloom market is initiated. For the above purpose, a descriptive study is done on college teachers working under Kannur University. A sample of 150 respondents are considered and respective statistical implications were drawn and generalised accordingly.

KEY WORDS: Handloom, Customer Perception, Customer Behaviour, Marketing Challenges

GOVT. OF INDIA- RNI NO. UPBIL/2014/56766

ISSN - 2348 - 2397

UGC Approved Care Listed Journal



SHODH SARITA

JOURNAL OF ARTS, HUMANITIES AND SOCIAL SCIENCES

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

Ref. No. : SS/2020/KIS35

Date : 12-12-2020

Certificate of Publication

Prajith P K

Research Scholar

Department of Management Studies, Kannur

University, Kerala, India

Dr. Vigi V Nair

Research Guide

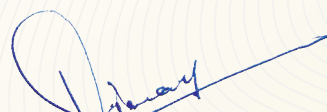
Department of Management Studies, Kannur University

Assistant Professor, Payyanur College, Payyanur, Kerala, India

TITLE OF RESEARCH PAPER

**STRUCTURAL EQUATION MODELING : ORGANISATIONAL
COMMITMENT AND TURNOVER INTENTIONS**

This is certified that your research paper has been published in
Shodh Sarita, Volume 7, Issue 28, October to December 2020


SHODH SARITA
Editor in Chief

CHIEF EDITORIAL OFFICE

• 448 /119/76, KALYANPURI THAKURGANJ, CHOWK, LUCKNOW -226003 U.P.

Cell.: 09415578129, 07905190645

E-mail : serfoundation123@gmail.com

Website : <http://www.serresearchfoundation.in> | <http://www.serresearchfoundation.in/shodhsarita>



Shodh Sarita

An International Multidisciplinary Quarterly
Bilingual Peer Reviewed Refereed Research Journal

• Vol. 7

• Issue 28

• October to December 2020



Editor in Chief

Dr. Vinay Kumar Sharma

D. Litt. - Gold Medalist



sanchar

Educational & Research Foundation



Shodh Sarita

AN INTERNATIONAL MULTIDISCIPLINARY QUARTERLY BILINGUAL
PEER REVIEWED REFEREED RESEARCH JOURNAL

* Vol. 7

* Issue 28

* October - December, 2020

≡ EDITORIAL BOARD ≡

Prof. Surya Prasad Dixit

University of Lucknow, Lucknow

Prof. Kumud Sharma

Delhi University, Delhi

Prof. Sudheer Pratap Singh

Jawahar Lal Nehru University, New Delhi

Prof. S. Chelliah

Madurai Kamraj University, Madurai

Prof. Pavitar Parkash Singh

Lovely Professional University, Punjab

Prof. Parmeshwari Sharma

University of Jammu, Jammu

Prof. Ram Prasad Bhatt

Hamburg University, Germany

Prof. Girish Pant

Jamia Millia Islamia University, New Delhi

Prof. Ajay Kumar Bhatt

Amity University, Haryana

Prof. M.P. Sharma

Jamia Millia Islamia University, New Delhi

≡ EDITOR IN CHIEF ≡

Dr. Vinay Kumar Sharma

Chairman

Sanchar Educational & Research Foundation, Lucknow

PUBLISHED BY



sanchar
Educational & Research Foundation

14.	AMBEDKAR'S NOTION ON INDIAN DEMOCRACY : AN APPRAISAL	Dr. Satnam Singh	76
15.	ANALYTICAL STUDY ON THE EFFECTIVENESS OF VARIOUS MEDIA FORMS IN DISSEMINATING PUBLIC SERVICE ADVERTISING OF COVID-19	Ms. Nivedita Dr. Ranbir Singh	81
16.	EFFECTIVENESS OF ONLINE EDUCATION IN INDIA : A SWOT ANALYSIS	Jitu Ghosh Dr. Swapan Kumar Maity	93
17.	WTO @ 25 : GAUGING INDIA'S GAINS	Dr. G. Geethika	98
18.	CONSTITUENTS OF CAPITAL STRUCTURE : A STUDY WITH REFERENCE TO THE INDIAN MANUFACTURING SECTOR	Samrat Banerjee Tanmayananda Chattaraj	106
19.	CHANGING AGRICULTURAL LAND USE PATTERN IN BIRBHUM DISTRICT : A TEMPORAL STUDY	Palash Kumar Mondal	111
20.	REVIEW OF INVESTORS' PSYCHOLOGICAL BIASES AND INDIVIDUAL INVESTMENT DECISIONS	Ms. Suvidha Chaplot Dr. Roopam Kothari	117
21.	MOTHER TONGUE AS MEDIUM OF LEARNING : DEMAND FOR ENGLISH MEDIUM EDUCATION IN PUNJAB	Dr. Kamalpreet Kaur Toor Dr. Gurpreet Kaur Brar	124
22.	WOMEN EMPOWERMENT AND ROLE OF EDUCATION : A CASE STUDY ON SANTAL WOMEN OF PASCHIM BARDHAMAN DISTRICT, WEST BENGAL	Dr. Anindya Mondal	130
23.	EXPORT COMPETITIVENESS AND REVEALED COMPARATIVE ADVANTAGES : A LITERATURE REVIEW	Vishal Kumar Singh Prof. Amit Gautam	138
24.	STRUCTURAL EQUATION MODELING : ORGANISATIONAL COMMITMENT AND TURNOVER INTENTIONS	Prajith P K Dr. Vigi V Nair	143
25.	PRACTICE OF KARMA YOGA AS SPIRITUALITY (ACCORDING TO SRI ARVIND) AT WORKPLACE	Arunesh Mitra Dr. Sanjay Singh	148
26.	ALCOHOL CONSUMPTION A MAJOR SIN AND A CAUSE OF DOWNFALL AS PER HINDU SCRIPTURES	Sourabh Kukreti Dr. Sanjay Singh	152
27.	FINANCIAL INCLUSION AND ECONOMIC GROWTH OF JAMMU AND KASHMIR STATE : AN EMPEIRICAL ANALYSIS	Jahangir Ahmad Lone Dr. Vijay Srivastava	156
28.	AWARENESS LEVEL OF PMJDY SCHEME AMONG THE RURAL POOR IN BANGALORE RURAL DISTRICT : A DESCRIPTIVE STUDY	J. Nagarathnamma Dr. P. Aranganathan	162
29.	RELIABILITY QUOTIENT OF PRINT MEDIA VERSUS SOCIAL MEDIA : A CRITICAL ANALYSIS	Vikram Rautela	170

30.	
31.	
32.	
33.	
34.	
35.	
36.	
37.	
38.	
39.	
40.	
41.	
42.	

STRUCTURAL EQUATION MODELING : ORGANISATIONAL COMMITMENT AND TURNOVER INTENTIONS

□ Prajith P K*

Dr. Vigi V Nair**

ABSTRACT

This study focuses on the organizational commitment and turnover intention. In the concept of organizational commitment, a lot of attention has been paid in field and behavioral sciences due to expected results of turnover intentions. The nature of things and the notion of the concept of organizational commitment is that a person feels Commitment to the organization for which he or she works. It might include the Identification, tendency to remain in and willingness to exercise, efforts Organization and further leads to turnover intentions. Purposive sampling has been adopted in choosing the samples namely, the individuals who are working in IT; Totally 60 respondents are given questionnaire for this study with the scale of commitment and turnover intentions. The data collected from the respondents are used for developing a structural model in order to understand the various relationships and its sequences. The model denotes a positively influenced by the relationships between the commitment and the turnover intention so that it is clearly understood that when commitment increases, the stay on intention is positively influenced. An organization's success is based on achieving organizational goals, which in turn depends on the intention and initiative of the organization's work of the employees. The matching of Individual commitment and turnover intention are significant in the organisations. This study explored the relationships between the commitment and the turnover intention so that it is clearly understood that when commitment increases, the intention to stay is positively influenced.

Keywords : Organisational commitment, Turnover intention, SEM

Introduction

This study focuses on the organizational commitment and turnover intention. In the concept of organizational commitment, a lot of attention has been paid in field and behavioral sciences due to expected results Engagement. The nature of things and the notion of the concept of organizational commitment is that a person feels Commitment to the organization for which he or she works, It might include the Identification, tendency to remain in and willingness to exercise, efforts Organization: Organization. Two specific distinctions had been made in this study.

Organizational success depends on the achievement of organizational goals, which, in turn, depends on the intention and initiative of the staff

working within the organization. Man's supposed to be like a closed watch. Hence studying the inner feelings and urges of human beings is very difficult. The determination of an person to achieve his or her goals depends on the psychological disposition of the individual and also on the match between the goals of the individual and the organization Even if such a match is found between these two goals, there might be some variations in the level of commitment of the employees including the organization's executives. Technological progress, information and communication revolution, service sector growth and global competition have all created a storm in people's minds

Statement of problem

Commitment varying executive levels in different

*Research Scholar - Department of Management Studies, Kannur University, Kerala, India

**Research Guide - Department of Management Studies, Kannur University & Assistant Professor, Payyanur College, Payyanur, Kerala, India