

JOB SATISFACTION OF EMPLOYEES IN INSURANCE INDUSTRY- A STUDY OF ANDHRA PRADESH STATE

K. Naga Sumalatha¹, G. Krishna Mohan² & T. Narayana Reddy³

¹Research Scholar, Department of Management studies, Jawaharlal Nehru Technological University, Anantapur,
Andhra Pradesh, India ²Professor & Principal, Department of Management studies, Jawaharlal Nehru Technological University,
Anantapur, Andhra Pradesh, India

³Assistant Professor, Head Department of Management studies, Jawaharlal Nehru Technological University,
Anantapur, Andhra Pradesh, India

Received: 06 Dec 2018

Accepted: 22 Dec 2018

Published: 22 Dec 2018

ABSTRACT

In India, insurance industry plays a major role for the growing economy of the country in recent years. As the insurance industry is growth-oriented industry, it started to expose the capability after liberalization and privatization of the sector. In order to furnish the requirements and to be a success able player in this competitive world the efficient manpower and effective human development strategies such as employee satisfaction, team empowerment, participative management, and strategic planning are required. A Success of any organization depends on human resources management. Hence, management should satisfy the needs of the employees and motivate them towards the goals of the organization. One of the major problems facing by the insurance sector is talent retention as poaching is high. The study evaluates various factors that contribute for the satisfaction of insurance employees. The researcher selects respondents from life insurance companies working in Andhra Pradesh and present what contribute for employee satisfaction in the insurance industry.

KEYWORDS: *Employee Satisfaction, Team Empowerment, Attrition, Strategic Planning*