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NATIONAL CONFERENCE ON "RECOVERY STRATEGIES FOR BUSINESS SUSTAINABILITY- POST COVID - 19"
DR. Y. LOKESWARA CHAUDARY
DR. J. KANNAN
DR. S. IRULAPPAN.

ISBN : 978-93-5636-116-4

NATIONAL CONFERENCE



ON "RECOVERY STRATEGIES FOR

BUSINESS SUSTAINABILITY- POST COVID - 19"



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**Faculty of Arts & Science
DEPARTMENT OF COMMERCE**

In Association with

PG & Research Department of Commerce and Management - VICAS

Publisher

**BHARATH INSTITUTE OF HIGHER EDUCATION
& RESEARCH, CHENNAI- 600 073**





ISBN BOOK PUBLICATION

NATIONAL CONFERENCE

On

**“RECOVERY STRATEGIES FOR BUSINESS
SUSTAINABILITY - POST COVID – 19”**

7th May, 2022

Organized by

DEPARTMENT OF COMMERCE

In Association With

**PG & Research Department of Commerce and Management
Vivekanandha College of Arts and Sciences for Women,
(Autonomous), Tiruchengode.**



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A STUDY ON THE “EMPLOYEE ATTITUDE AND ORGANIZATIONAL COMMITMENT” AMONG THE EMPLOYEES WORKING IN RED18TECH

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Abstract

Employee Attitudes and Organizational Commitments are essential components of the organization which help them to handle globalization and global recession. Many researchers are interested in analysing the engagements of the employees at work and their Organizational Commitment and the results of their study is also evident that Employee Engagement has positive relationship with organizational performance. The Research Design adopted in the present research is Descriptive Research Design, which aims to accurately and systematically describe a population, situation or phenomenon. A structured questionnaire has been developed and validated before the data collection through preliminary study. The descriptive and inferential statistical tools have been done to analyze the data. The findings of the study reveal that there is a significant relationship between predictors of Employee Engagement and its impact on Organizational Commitment of employees. Further, from the study it was found that Age and Gender have significant negative impact on Employee Engagement and Organizational Commitment, whereas Experience has significant positive impact on Employee Engagement and Organizational Commitment. The findings indicate the existence of significant positive relationship between Employee Engagement and Organizational Commitment.

Keywords: Employee Attitudes, Employee Commitment, Organizational Commitment, Employee Performance

INTRODUCTION

Employees' Attitude

Employees' attitude is a way of responding either favourably or unfavourably to objects, persons, concepts etc. They are evaluative statements. They reflect how employees feel about something. Attitudes are related to behaviour. It is a uni-dimensional variable, i.e., positive or negative. Many researchers have defined attitude in terms of effect and evaluation. For example, Krech and Crutchfield⁶ define attitude as an 'enduring organization of motivational, emotional, perceptual and cognitive processes with respect to some aspect of the individual's world'.