

IMPORTANT FINDINGS

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TOPIC: LEARNED HELPLESSNESS, JOB INVOLVEMENT AND DEMOGRAPHIC FACTORS: A STUDY OF BANKING SECTOR.

KEYWORDS: JOB INVOLVEMENT, LEARNED HELPLESSNESS, DEMOGRAPHIC FACTOR, BANK TYPE, BANKING.

Major findings were that six dimensions, namely, ESS, ESU, EGU, ISU, IGS, IGU negatively impacts job involvement. Whereas, EGS and ISS helplessness does not impact job involvement. ANOVA and t-test results for job involvement indicate that male and female bank employees have a similar opinion regarding job involvement. Both married and unmarried employees do not differ in their opinion regarding job involvement. As the employee age increases, they show more job involvement. A significant difference was observed in the opinion of employees concerning job involvement based on experience. From the three educational qualification groups, a significant difference exists between the graduate and postgraduate groups regarding job involvement. Lastly, Employees of public sector banks showed high job involvement as compared to employees working in private sector banks.

It was found that male and female employees do not differ in the opinion about ISU, IGS, ESU, IGU, EGS, ISS, EGU attribution, and total learned helplessness. But significantly differ with regard to ESS helplessness. For ESS, ISU, ESU, IGU, EGS, and EGU learned helplessness dimensions also no significant difference is observed for married and unmarried employees. However, for IGS and ISS helplessness, a significant difference is observed. For total learned

helplessness, ESS, ESU, IGU, ISS, and IGS learned helplessness dimensions, a significant difference is found based on age. Results indicate that employees less than 41 years of age experience more learned helplessness, and employees with more than 40 years of age experience less learned helplessness. Further, a significant difference among employees in different experience groups is found on ESS, IGS, ESU, IGU, and ISS 267 dimensions of learned helplessness. However, for EGS, EGU, and ISU dimensions no difference is found based on experience. Results indicate that employees with more experience, i.e. 12 and above years show low learned helplessness than employees with experience between 0-12 years. For ISU, ESU, IGU, ISS, and EGU learned helplessness dimensions, there exists a significant difference in the mean value of employees having different educational qualifications. Lastly, it is found that private bank employees experience more helplessness as compared to public bank employees.