A STUDY ON THE ORGANIZATIONAL CITIZENSHIP BEHAVIOR WITH SPECIAL REFERENCE TO PANTALOONS FASHION AND RETAIL LTD, ACROSS CHENNAI

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ABSTRACT
This is a behavioural study that deals with Human Resources Management concepts and the varying nature of the employees of Pantaloons Fashion And Retail Ltd, across Chennai. This type of behaviour of an employee means how an employee performs his job and how he goes extra mileage to achieve his goals and tasks. Here the goals are set by the employee on his own out of his own desire to perform well for his organization. The employee himself volunteers for any work and he is strongly self-motivated. This is a kind of motivation which will take an employee to a different level in the organization. For the purpose of evaluation the researcher has used various statistical tools like frequency analysis, correlation, regression, Friedman’s rank test and ANOVA. It was found that the most influencing factor of OCB was conscientiousness.

KEYWORDS: Employees, job satisfaction, Organizational Citizenship Behaviour.

REFERENCES:


