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**PUBLIC AND PRIVATE SECTOR
BANK EMPLOYEE ENGAGEMENT PRACTICES
A STUDY CONDUCTED
IN CHHATTISGARH**

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**Public and Private
Sector Bank Employee
Engagement Practices: A
Study Conducted in
Chhattisgarh**

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Dedicated

To

My parents

Mr. R Apparao & Smt. R Yeallayamma

PREFACE

Employees are the significant assets of any establishment in today's highly competitive scenario. The firm commitment of the human capital towards their job can lead to a admirably level of performance and competitive advantage to any business. Business organization have now revolutionized their Human Resources practice to make a clear blend of work and fun for optimum performance and constructive business outcomes. The encouragement of economic reforms has created a new time period of opportunities in a scope of sectors. Banking becoming one of the key service aspect in India has perceives an sudden growth and expansion. Rising incomes increased the need for banking services which outcome in great boom in terms of advanced technology, prompt communication system and thought of various banks to cope up with transnational led environment.

Employee engagement has come up as a dynamic concept through enlarged scientific interest in affirmative psychological states and worth of human capital. Here is a limited scope of review of literature in the area of employee engagement as most of the studies are performed by the industrial practice. As distinct differently by each researcher, till date there is not any universal definition of engagement. The survey intended to show the construct of employee engagement in action with the existing literature and its consequences. It has a clear allusion that committed employees create customer stories which make the brand creditable. When advised from management's viewpoint, engagement is the pattern of leading human capital in appropriate conditions to ensure continual performance and accomplishment of business goals. While, from the employees viewpoint, it is their representation and psychological status instigated from experiences formed by the management. The antecedents of employee engagement were identified through literature review and existing models of engagement. Thereafter, each predictor was tested for reliability and validity to reach the objectives in this descriptive study. At initial stages,

a survey was conducted through questionnaire designed at standardized scale. Data collected from the respondents was further analyzed using multivariate data analysis. The empirical setting of the study included six banks where three Public sector banks and three Private sector banks namely HDFC, AXIS, ICICI and SBI, Allahabad bank (Indian Bank), Bank of Baroda in Raipur and Durg region of Chhattisgarh.

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List of Abbreviations/Symbols

ANOVA	Analysis of Variance
CSVTU	Chhattisgarh Swami Vivekanand Technical Education
CFA	Confirmatory Factor Analysis
df	Degree of Freedom
EE	Employee Engagement
HDFC	Housing Development Finance Corporation
HR	Human Resource
HRM	Human Resource Management
ICICI	Industrial Credit and Investment Corporation of India
Insig.	Insignificant
KMO Test	Kaiser-Meyer-Olkin Test
RMSEA	Root Mean Square Error of Application
SBI	State Bank of India
SET	Social Exchange Theory
Sig.	Significant
SPSS	Statistical Package for Social Sciences

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