Abstract

Pharmaceutical sector in India is rapidly growing sector and employees are the assets for the organization. Compensation is the motivational factor for employee stability and attachment with the organization. Organizational Commitment brings sense of belonging and identification with the Organization that increases their desire to achieve the organization's goals and activities, and their willingness to remain a part of the organization. The purpose of this study is to see the relationship between Compensation and Organizational Commitment (Affective,
Normative and Continuous) in Sales Personnel of Pharmaceutical Sector. To achieve the objective the data was collected from 200 medical representatives registered in Punjab Medical Representatives Association (PMRA), Ludhiana. The study finds that there is a positive relation between Compensation and Affective, Continuance and Normative Commitment. The study also reveals the highest degree of association between Compensation and Affective Commitment.

References

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A Study of Relationship between Compensation and Organizational Commitment in Pharmaceutical Sector

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