

## **“AN EMPIRICAL STUDY OF FACTORS RESPONSIBLE FOR MOTIVATING BANK EMPLOYEES AT LOWER LEVEL: AN INDIAN PERSPECTIVE”**

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### **ABSTRACT**

This paper deals with the topic of employee motivation in banking sector in India. Motivation is deliberated as one of the most significant ways for a sustainable organizational growth and it is important to study the employee motivation at every level. An empirical study has been conducted on the topic and the main findings are presented and analysed in the content of this paper. This study aims at identifying practices for increasing the degree of employee motivation amongst bank employees at lower level for sustainable organizational growth. The research has made it likely to recognize the most pertinent behavioural aspect of employee motivation process. At the end, based on the findings, the paper comprises of some suggestions for the contemporary managers to become highly effective to nurture a sustainable organizational growth by supporting the employees working under them.

**KEYWORDS:** Employees, Motivation, Salary