

**THE IMPACT OF GLOBALIZATION TOWARDS EMPLOYEE PERCEPTION AND  
ATTITUDE WITH SPECIAL REFERENCE TO LIFE INSURANCE COMPANIES  
EMPLOYEES IN TIRUCHIRAPPALLI**

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**ABSTRACT**

In any organization, the most valuable input is the human element. The most valuable of all capital is that invested in human being. It is difficult for organizations to avoid change and normally people always resist change. Human Resource is having own strengths, emotions, feelings, attitudes and beliefs and it is very difficult to control the above factors. This study is focused towards assessing the attitudes of people toward their job, pay, working conditions or the organization as a whole. Thus the sources of employee satisfaction and dissatisfaction may be identified. If the organization manages the above factors of the employees positively, I will bring Positive result. In a company's balance sheet, normally human resource will not be considered as assets. The physical assets are having depreciable but human resource is having appreciable value if their perception and attitude are in a right direction. The sample size is 100 respondents and it has been collected from the employees working in Insurance companies in Tiruchirappalli. The tools used for the study are one way-ANOVA, Correlation analysis and Multi-regression analysis. It is found that most of the respondents feel that the technology aspects are the final factor which determines the leader in the competitive market.

**KEYWORDS:** Strengths, Emotions, Feelings, Attitudes, Beliefs, Globalization, Perception and Attitude