



## ALTRUISM IN PRIVATE SECTOR AND ITS IMPACT ON ORGANISATIONAL COMMITMENT DIMENSIONS

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### ABSTRACT

*This research explores the role of altruism within the private sector and its influence on various dimensions of organizational commitment. Altruism, characterized by selfless concern for the well-being of others, is gaining recognition as a significant factor in shaping workplace dynamics and fostering a positive organizational culture. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews, to investigate the extent to which altruistic behaviours among employees contribute to organizational commitment. The research focuses on three key dimensions of organizational commitment: affective commitment, continuance commitment, and normative commitment. Affective commitment pertains to employees' emotional attachment to the organization, continuance commitment involves perceived costs associated with leaving the organization, and normative commitment relates to a sense of obligation or duty to remain with the organization. The study aims to understand how altruistic actions impact these dimensions and, subsequently, the overall commitment of employees to their organizations. Findings from the study are expected to shed light on the ways in which a culture of altruism within the private sector can enhance employee commitment, job satisfaction, and overall organizational performance. The implications of these findings can guide human resource practices and organizational policies, offering insights into fostering a more supportive and engaged workforce. As organizations seek to strengthen their internal cohesion and employee dedication, understanding the role of altruism becomes paramount in shaping a sustainable and positive work environment.*

**Keywords:** Altruism, Private sector organization, organizational commitment, affective commitment, continuance commitment, normative commitment

### 1. INTRODUCTION

In the contemporary landscape of the private sector, the exploration of altruism has emerged as a pivotal area of interest, as organizations recognize the profound implications of selfless behaviours on workplace dynamics. Altruism, characterized by actions driven by genuine concern for the well-being of others, extends beyond individual interactions to potentially shape the very fabric of organizational culture. This study delves into the intricate relationship between altruism in the private sector and its consequential impact on dimensions of organizational commitment. Organizational commitment, a critical factor in employee engagement and retention, is multifaceted and comprises affective, continuance, and normative commitment. Affective commitment reflects the emotional attachment employees feel towards their organizations, while continuance commitment involves perceived costs associated with leaving, and normative commitment is rooted in a sense of duty or obligation to remain. Altruistic behaviours within the workplace are hypothesized to influence these commitment dimensions, thus becoming a significant contributor to the overall commitment of employees. As organizations navigate the complexities of a competitive business environment,

understanding the role of altruism becomes imperative for sustaining a positive work culture. This research employs a comprehensive approach, utilizing both quantitative and qualitative methods, to unravel the nuances of how altruism shapes organizational commitment dimensions. By shedding light on these connections, this study aims to provide valuable insights for organizations striving to foster a work environment that not only encourages altruistic behaviours but also capitalizes on their potential to enhance employee commitment and, consequently, organizational success.

Present study is aimed to examine the assumed different in organizational citizenship behavior in private sector employees. Organizational citizenship behavior is a key determinant of organizational culture in any organization. In India, much work has not been done to explore the perceived altruism in private sector and its impact on organisational commitment dimensions. The present study clearly aims to reduce this gap of literature. On the basis of the list of antecedents of organizational citizenship behavior, following model is used to measure the altruism in private sector and its impact on organisational commitment dimensions taken for present study.

## 2. OBJECTIVE OF THE STUDY

1. Organizational commitment behavior enhances the Altruism level in private sector organizations.

## 3. HYPOTHESES OF THE STUDY

H0: Organizational commitment behavior has significant linear impact on Altruism of employees in private sector.

## 4. METHODOLOGY

The present study's research location includes the city of Hyderabad. To choose bank workers, a random sampling procedure is used, and data is acquired from a sample of 280 employees working in private sector banks. This information is gathered through the use of a pre-tested and organised questionnaire. To assess the data and generate conclusions, the research use a variety of analytical approaches such as regression analysis, ANOVA and t-test.

## 4. DATA ANALYSIS AND INTERPRETATION

**Table 4.1. Regression Statistics for Altruism and organisational commitment**

Regression Statistics	
Multiple R	0.789794694
R Square	0.7894945
Adjusted R Square	0.788429827

Standard Error	0.432295889
Observations	260

**Table 4.2. ANOVA table for Altruism and organisational commitment**

	df	SS	MS	F	Significance F
Regression	1	842.7899	731.8788	33948.8	.000
Residual	258	35.35234	0.074965		
Total	259	856.3			

**Table 4.3. t -value and p -value for the regression result between Altruism and organisational commitment**

	Coefficients	Standard Error	t- Stat	P-value
Intercept	- 8.388782378	0.099437	-84.3974	.000
Organization Citizenship Behavior	0.554242656	0.005297	308.4998	.000

Table 4.1 exhibits regression statistics for Altruism level in private sector organization and organization commitment behavior in private sector organization. R2 value is coming as 78.9% which is an indication of strong predictor model. Standard error is relatively low. Table 4.2 shows that F-value is significant which exhibits overall significance of regression model. Table 4.3 exhibits t -value and p- value for testing the slope of the regression model. Significant t -value and corresponding p- value is an indication of linear relationship between dependent and independent variable.

#### 4. DISCUSSIONS

Table 4.1, 4.2, 4.3 exhibits the result of regression (linear) between Altruism and organization commitment behavior for private sector organization. As expected the result is in line with the hypothesis. Altruism increases or decreases with the increase or decrease in the organization commitment behavior level. Obviously Altruism is positively correlated with the exhibition of organization commitment behavior. No matter employees come from private sector organization, involvements in Altruism behavior enhances the level of organization commitment behavior.



## 5. CONCLUSION

This study contributes to the growing body of knowledge on the interplay between personality traits, specifically Altruism, and organizational commitment behavior. The positive correlation identified emphasizes the practical implications for private sector organizations aiming to enhance commitment levels among their employees through targeted interventions promoting Altruism behavior.

## 6. LIMITATIONS OF THE STUDY

Though we have taken all possible steps to provide the findings in a holistic way but as a natural phenomenon of any research present study is also not free from some limitations. A list of limitations observed on the present study is given as below:

1. Due to time constraint we could not have catered many private sector organizations.
2. Due to cost constraints geographic coverage of the study is limited.
3. Difference in Altruism could have also been examined in the light of pre and post liberalization period in India.

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