



www.arseam.com

A comparative review of HRM Practices in Public and Private Life Insurance Companies

Mr. Robin Manohar Shinde

Assistant Professor A J Institute of Management, Mangalore, India

Dr. Anjali Ganesh

Professor St. Joseph's Engineering College, Mangalore, India

Abstract

Purpose: The objective of this paper is to review the presence and implementation of human resource management (HRM) practices in service industry in particular for Life Insurance companies.

Design / Research Methodology : The present study is descriptive research by means of primary data analysis to identify the responses of employees from both public and private life insurance in the districts of Dakshinna Kannada and Udupi districts of Karnataka towards HRM practices in their respective firms.

Findings: The results of this study indicates the comparative level of satisfaction the respondents both public and private life insurance companies have with regards to various HRM practices.

Managerial Implications: HR policy makers can take into account the outcomes of this research while implementing various HRM practices.

Scope for future work / Limitations: The scope this study is limited life insurance companies and small geographical area hence this leads an opportunity to other researchers evaluate the findings with broader dimensions.

Key words: Human Resource Management, Life Insurance, Recruitment & Selection, Training & Development, Compensation, Performance Appraisal, Employee Participation