STRESS AMONG WORKING WOMEN: AN EMPIRICAL STUDY WITH REFERENCE TO PUBLIC SECTOR INSURANCE COMPANIES OF COASTAL KARNATAKA

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ABSTRACT

Stress is a universal element and individuals in every walk of life have to face it. Stress produces numerous symptoms which vary according to persons, situations, and severity. Previous studies suggest that jobs in the service sector are more stressful than comparable jobs in other sectors. Insurance sector has to play a greater role in view of population growth, globalization of insurance business and a possible threat of competition. Today insurance is a fast growing service industry and hence the high staff morale is very much important to deal with the customers effectively and positively. The objective of this research paper is to identify the factors causing stress among employees in public sector insurance companies and suggest suitable remedies for the same. Statistical tools like Kruskal Wallis test and measures of central tendency have been used.

Keywords: Public Sector Insurance Companies, Women Employees, Stressors, Measures