

A STUDY ON WORK LIFE BALANCE AND COMMITMENT OF EMPLOYEES WITH REFERENCE TO EMPLOYEES WORKING IN ORGANISED RETAIL SECTOR.

The Brahmachari Wadi Trust Institute of Business Administration (BWTIBA) places a significant emphasis on the practical application of research within our academic journey. A project is aimed at bridging the gap between theoretical knowledge and real-world scenarios, specifically within the retail industry. Our focus is on exploring the complex relationship between job performance and job satisfaction among bottom-level employees in retail establishments. By concentrating on this specific demographic, we seek to uncover the underlying factors that influence their performance and satisfaction levels. Our goal is to provide insights that can contribute to the success of organizations operating within the retail sector. We are driven by a desire to offer actionable recommendations to retail managers and policymakers, with the aim of enhancing employee engagement, productivity, and overall performance.