



## Motivation and Morale in Banking Administration

By N. Kumar

Mittal Publications, New Delhi, 2003. N.A. Book Condition: New. Xiv+207pp Banking Sector plays a vital role in the economic development of the country. During the post-nationalisation era this sector embarked upon development programmes. However, due to various factors inefficiency and distortion have taken place therein. Furthermore salt to injury was added with the advent of liberalisation of the economy in 1991 particularly with the reforms in the banking sector and entry of new foreign private sector banks which are giving tough competition to Indian Public Sector Banks. UCO Bank is one such Public Sector Bank which has taken up this challenge and is striving hard to meet the challenge and has been successful to some extent. Motivation and work of employees play a vital role in this regard. It is in this context that this study tries to explain various components involved in this exercise. This book will be of abiding interest to all those who are engaged in the Banking Administration and for researchers in this field.



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