E-Summary of Thesis

Influence of Quality of Work Life and Leadership Styles on Organisational Commitment Among Media Professionals: An Analysis

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A conducive and affirmative work environment can prove to be an instrument of enhanced productivity in any industry, and the media is no exception. The high pressure embedded in the nature of this profession makes it imperative to investigate the work life of media professionals in India. Human resource facets and issues related to contentment of media professionals has rarely been debated or researched upon in India. This study examines aspects of Quality of Work Life (QWL) of media professionals, Leadership Styles (LS) of their superior and Organisational Commitment (OC) among these professionals in North India. The study evaluates the influence of QWL and LS on OC. 480 questionnaires were filled from North Indian states of Jammu and Kashmir, Uttarakhand, Himachal Pradesh, Punjab, Haryana, Rajasthan and Union Territory of Chandigarh. A detailed statistical analysis revealed that the Quality of Work Life of media professionals in North India has a significant impact on their Organisational Commitment. The correlation between these two variables is strong and positive. Leadership Style of editors or supervisors exerted an influence on the Organisational commitment of media professionals. The correlation is positive. Influence of both parameters Quality of Work Life and Leadership Styles on Organisational Commitment was found strong and positive. Several other interesting findings related to demographic variables like age, gender, position in the hierarchy, monthly income and language of media in which the media professionals were employed was found in this study.