

IMPACT OF INFORMATION TECHNOLOGY ON THE PERFORMANCE OF LICICI EMPLOYEES

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ABSTRACT

Performance of the employees depends on a number of factors where over time these factors varies situation wise, sector wise, nation wise and culture wise. Information technology has now emerged as an important element of the business strategy of the companies especially to the employees of the organization where this modern technology is playing an indispensable role in providing quality of services to the customers. Like any other sectors, in life insurance sector also life insurers are dedicatedly trying to improve their performance with the help of information technology in the present competitive insurance market. In the present context of the study, researcher tried to understand in life insurance especially in the Life Insurance Corporation of India (LICI) in Burdwan district whether information technology has any impact on the performance of LICI employees or not.

KEY WORDS: Employees, Information Technology, Insurance, Performance.

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