

Preface

The purpose of this research work is to explore the key dimensions and dormant attributes related to role efficacy, role stress among insurance sector employees and also to high slight social work intervention of insurance industry. Sales people employed in insurance sector from executive and managerial positions have been included in this study. Now a day there is no job which is stress free. Realization of actual performance potential by the sales employees and also the perception about the level of adequacy of the same to meet the targets that are offered by the job profile has direct connect with role efficacy and role stress. Ambiguity about role efficacy and effects of role stress influenced the level of job satisfaction, motivation and commitment. The sales people of insurance industry contributed to the society by making people aware about the need of insurance.

In India poverty, unemployment and inequality has been considered as major problems but inability to manage risk of life and health by the poor has not been addressed prominently. All efforts of social work done by government or by organizations or by community will not give fruitful results if the issue of insurance for socially deprived and poor people is not addressed.

In recent time social work has transformed into the profession that work to protect weak, helpless and deprived people. Social workers are now working in team of people from diverse professions and industries with the inclination for social work. The researcher in this study worked to propose a system that effectively improve role efficacy and manage role stress and at the same time involve insurance sector employees to ideate and draft preliminary design of social insurance products.

This research work has explored the dimensions of role efficacy and areas of role stress among employees and it also acquiescently point out the need to spread the coverage of insurance up to poor as well and to highlight the problem of lack of insurance for deprived people as one of social problem that require intervention from government, efforts from community and contribution from insurance companies. The inspiration for this research has been entrenched to my curiosity in exploring new issues that are in grainy phase but can become enormously challenging for society.

This thesis may be of interest to people having background of social work and who look for emerging social problems and their possible solutions. It should also appeal to the decision makers in insurance companies who take cares of corporate social responsibility initiatives. I am hopeful that this research work will be the source of motivation for further research by upcoming scholars.