

THE IMPACT OF ORGANIZATIONAL COMMITMENT ON EMPLOYEES PRODUCTIVITY: A CASE STUDY OF NIGERIA BREWERY, PLC

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ABSTRACT

The need for this study arose from the acknowledgement of organizational commitment on employee productivity as the most critical in all organizational analyses, and the determinant often found between goals of the organizational all the needs of employee within it, therefore, necessary to empirically study how the impact of organizational commitment on employee are coping with the challenges of employee productivity. The presence of organizational commitment to employees can be used to gain employees support for organization and in turn maximize the benefits it receive from their employee with greater productivity and individual performance seems to increase in the same proportions. Organizational commitment and employee productivity issue are emerging as the most critical work force management challenges of the past, present and immediate future driven by, employee loyalty. Frontline manager, supervisions, a project leader, team captain or human resource manager actually has more power in an organization to reduce poor productivity, because the factors that drive employee satisfaction and commitment are largely within the direct manager's control, and for this to be achieved successfully there is need to understand the motive as a bases of performance require to motivate employee in order to improve their commitment to the organization.

KEYWORDS: Employee's Identification, Productivity, Commitment, Organizational Thinking