

The role of welfare on employee's performance in financial institutions: A Case of CRDB Bank

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The study sought to assess the role of employee welfare on employee performance. Specifically, the study examined the role of employee training; the role of flexible working patterns and role of financial assistance on employee performance. In order to address the above objectives, a case study design was deployed using mixed method approach (qualitative and quantitative) as data collection strategies. The study sampled 80 CRDB Bank employees within different departments and different cadres the findings from this study indicated that the provision of training increases employee's willingness to accept changes, enhance employee's innovation and creativity and proactively enable them to identify future challenges and opportunities. Also training enhances employee's better performance in terms of increasing focus to their tasks and acts as motivation for the employees to put the best effort at work each day. The study revealed that motivation by the provision of financial assistance to employees' influences attitude towards work, reduces absenteeism rates, and enhances retention. Finally, it was found out that flexible working pattern improve morale, encourage interactions and promote innovation among employees, which improve trust, valuing each other and empowerment leading to higher motivation and job satisfaction as well as reduced stress and mental illness. The study concluded that employee training; financial assistance and flexible working patterns are the factors which contribute to good performance in CRDB bank. The study recommends that CRDB Bank should prioritize provision of employees training, financial assistance and flexible working pattern to its employees as a way of improving their work morale.