CORPORATE COUNSELLING: ROLE AND IMPLICATION TOWARDS ORGANIZATION DEVELOPMENT

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ABSTRACT
Corporate is the most common form of business organization where the use of information technology, huge machines, organizational restructuring, target in production, and changes in work schedule has been radically transformed the employees of corporate. The Counseling in the corporate context must address the basic issue of inspiring confidence and imparting competence to the people in the front of the business field. It is necessary so that they will resolve the issues and problems then and there which, otherwise in the orthodox business bureaucracy, may travel all the way to the corner room in the top floor for an answer from the chief. The corporate world itself is diversifying, with an increase of the employees from all part of the world represents different culture, religion, custom and traditions etc., This present paper explains the implication of counseling in the corporate by focusing on issues of recruitment, training, performance appraisal, leadership, motivation, working conditions etc., The paper also tries to highlight the importance and scope of counseling in organizational development.

KEY WORDS: Corporate Counseling, Employee Assistance Programmes (EAPs), Job stress, , Performance Appraisal, Recruitment, Training.

References:


