

**TO STUDY THE LEVEL OF ORGANIZATIONAL COMMITMENT  
AND JOB INVOLVEMENT IN SOFTWARE COMPANIES IN INDIA:  
A CASE STUDY OF ADPUSHUP SOFTWARE INDIA (P) LIMITED**

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**ABSTRACT**

*Job Involvement and Organizational commitment are highly studied areas of human resource management, as this area contains a high level of flexibility, due to different and frequent changes in organizational policies and other personal factors across the globe. Job involvement is related to the psychological identification of an employee with a job, it is always defined as the degree to which an employee or person senses that identification. Job involvement can also be linked with the organizational socialization process, through which an individual understands the values, beliefs, work culture, the way of doing work in a particular environment and with the help of this knowledge, the employees easily understand their roles as a professional and as a member as well. Organizational commitment is the most important issue for any organization as several studies show and some of them mentioned above as it binds the employees with the organization; organizational well-being and organizational success. This research paper primarily seeks to find out the level of job involvement and Organizational commitment specifically in a multinational software company Adpushup software operated also in India. By taking the Consolidated mean values of Job involvement and organizational commitment the “r” value was found to be 0.513. Since the significance level is below 0.01 there is a strong positive correlation between job involvement and organizational commitment. It has been found a strong positive correlation.*

**KEYWORDS:** *Organizational Commitment, Belief, Psychological Shift, Association, Involvement.*

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