

**INVESTIGATING THE IMPACT OF ORGANIZATIONAL CITIZENSHIP
BEHAVIOUR ON INTENTION TO STAY: A COMPARATIVE STUDY
AMONG THE PUBLIC AND PRIVATE SECTOR BANKS IN
COIMBATORE CITY**

Thesis submitted to Bharathiar University, Coimbatore
for the award of the Degree of
DOCTOR OF PHILOSOPHY IN MANAGEMENT

By

Ms. S. PRIYANKA

Under the Guidance of

Dr. (Mrs.) B. SRIPRABAA, B.E., M.B.A., Ph.D.,

Associate Professor, Department of Management
PSGR Krishnammal College for Women (Autonomous)
Coimbatore - 641 004



PSGR KRISHNAMMAL COLLEGE FOR WOMEN

College of Excellence

(Autonomous Institution - Affiliated to Bharathiar University)

(Reaccredited with 'A' Grade by NAAC)

An ISO 9001:2008 Certified Institution

COIMBATORE - 641004

TAMILNADU, INDIA

OCTOBER 2016