ABSTRACT
The concept organizational commitment has grown in popularity in the literature on industrial and organizational psychology. When employees are evaluating their workplaces, their perceptions towards the employer may lead to either an increase or decrease productivity. Whether they develop positive or negative perceptions of their workplaces may lead them to feel valuable, like the make a difference in the organization. These varying perceptions are an extremely important concept for managers to understand in order to increase productivity. The high commitment approach to managing employees emphasizes on the need to develop organizational commitment amongst employees by developing positive perception towards the workplace with the assumption that it leads to positive outcome such as low labour turn over, absenteeism, better motivation and improved performance. Evidences from earlier researches have shown that there is now a broad agreement amongst commentators that organizational commitment practices do improve performance, labour productivity and the quality of service. This study used a case study approach with the major objective of establishing the employee perception towards high organizational commitment practices in General Motors East Africa. Since all earlier studies concentrated on the employee motivation towards work commitment and hence the study sought to ascertain the employees’ perception on the effectiveness of high organizational commitment practices in General Motors East Africa Limited. The study relied on primary data collected using questionnaires after which it was edited and coded according to the variables in the study. Data analyzed using descriptive statistics. From the findings, the study concluded that the current job status of an employee, job training and routine training, being involved in the supervision of support staff, team building, worker’s cohesion and mentorship programs, employee allowance and non-monetary benefits have a very significant impact on work commitment, career development and employee perception to work place. The study recommended a further research be carried out to ascertain the impact of employee perception to work place towards self-motivation and performance and a further inquest to find out the impact of employee commitment on organizational performance.