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Communication Strategy, Merger Perception,
And Employee Morale in the Most Dominant
Bank Mergers in Cavite

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By

Leilani D. Ordoñez-Carranza

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ABSTRACT

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Proponent: LEILANI D. ORDOÑEZ-CARRANZA

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Summary:

The purpose of this study was to investigate the existence or non-existence of relationships among the perceived quality of communication campaign strategy used by merging banks, merger perception and the employee morale of the Cavite branch employees of the most dominant bank mergers in the Philippines.

Employee morale correlates; namely, job satisfaction, organizational commitment, and turnover intention was used to represent the conceptual framework.

This study also sought to determine the levels of job satisfaction, organizational commitment and turnover intention



of the population studied. It also looked at the level at which the quality of the communication campaign strategy and the merger concept was perceived.

Conclusions and Findings:

The results indicated that based on general parameters of an effective communication campaign strategy, the respondents perceived that the communication campaign strategy was slightly low in quality. The results also showed a slightly negative level of turnover intention among the respondents, which means that a relative percentage desire to leave or was thinking about leaving their jobs.

This study also indicated empirical evidence that relationships exist among the quality of the communication campaign strategy, merger perception and the employee morale correlates. That, specifically, variables used in this study are predictors of each other in a positive fashion.

As such this study recommends that a better understanding of the variables of this study will be beneficial to the productivity and success objectives of operations among the



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“megamerger banks” in Cavite. Further, while this study assumes that the circumstances that lead to a merger (and acquisition, for that matter) dictate the quality of the communication strategy to use, results of this study show that the general facets of quality of communication strategy used in this study are also significant variables to consider in formulating a communication strategy for a merger setting.

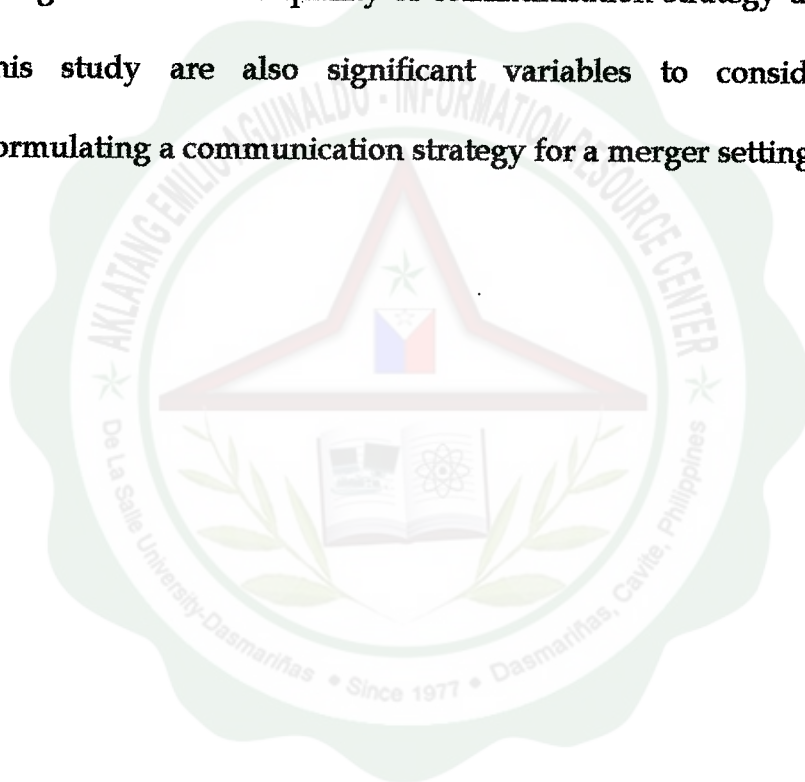




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