

## Factors of Job Satisfaction of Ayurvedic Doctors

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At present the Ayurvedic Medicine has become a globally reputed medical method and thus the teachings on Ayurvedic medicine, their utilization and market for Ayurvedic medicine became more popular around the world. In this context the role of the ayurvedic doctors and by that the efficiency is of higher importance since their performance directly impacts on the effectiveness of ayurvedic medicine. So increasing the doctors job satisfaction would lead to improve the effectiveness of service and contribute to enhance the effectiveness of entire ayurvedic system of medicine. The objective of this study was to identify the influential factors for the job satisfaction of the ayurvedic doctors. The study has utilized primary data and a sample of 138 ayurvedic doctors has chosen in accordance the Morgan approach of sample selection from Uwa and Southern provinces through the purposive sampling technique, using already developed self-administered questionnaire. Multiple Regression Model has been utilized as the main data analyzing technique. The survey results revealed that the independence in work, relationship with the coworkers, job role and the social recognition as factors for the job satisfaction. All of the above factors are positively influential and the social recognition has identified as the most critical predictor. Implications of the findings and recommendations are offered.

*Key words: Ayurvedic Doctors, Job Satisfaction, Job Role*

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