

**IMPACT OF COORDINATION, PSYCHOLOGICAL SAFETY,
AND JOB SECURITY ON EMPLOYEE'S JOB PERFORMANCE:
THE MODERATING ROLE OF COERCIVE PRESSURE IN
INSURANCE COMPANIES, BATTICALOA.**



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EASVARAN JINUJAN

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**DEPARTMENT OF MANAGEMENT
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EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

The objective of this study is to investigate the impact of coordination, psychological safety, and the job security on employee's job performance, and the moderating role of coercive pressure in insurance companies in Batticaloa the insurance industry is a vital sector of the economy, and it has been experiencing significant growth over the years. Employee's job performance is critical for the success if insurance companies, and this study aims to identity the factors that affect employee's job performance and provide insights to improve it.

There are a lot of companies in Batticaloa the findings of the study suggest that coordination, psychological safety, and job security have a significant and positive impact on employee's job performance. Specially, coordination was found to have the strongest impact on employee's performance. Coercive pressure was also found to have a significant moderating effect on the relationship between coordination, psychological safety, and job security and employee activities, the positive relationship between coordination psychological, and job security and employee's job performance was found to be a stronger under high levels of coercive pressure.

The study has several implications for insurance companies in Batticaloa. first, insurance companies should focus on improving coordination among employees by implementing effective communication channels, encouraging teamwork, and establishing clear roles and responsibilities. second, fostering a psychological safe work environment is essential to enhance employee's job performance, insurance companies should encourage open communication, respect diverse opinions. Third providing job security to employee's is crucial for improving employee's performance. the findings suggest that coordination, psychological safety, and job security have a significant positive impact on employee's job performance. Insurance companies should priorities improving these factors to enhance employee's job performance and ultimately, the success of the organization.

Keywords: *Employee's Job Performance, Coordination, Psychological Safety, Coercive Pressure*

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