

**THE IMPACT OF EMPLOYEE SELF-EFFICACY ON
PROACTIVE HELPING BEHAVIOUR WITH THE MEDIATING
ROLE OF SOCIAL OPTIMISM: SPECIAL REFERENCE TO THE
DIVISIONAL SECRETARIATS IN BATTICALOA DISTRICT**



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ABSTRACT

The objective of this study is to investigate the Impact of Employee Self-Efficacy on proactive helping Behaviour with the mediating role of Social Optimism: Special reference to the Divisional Secretariats in Batticaloa District, and it has been experiencing significant growth over the years. Proactive Helping Behaviour is critical for the success of government sector, and this study aims to identify impact of employee self-efficacy on proactive helping behaviour and examining the mediating role of social optimism and provide insights to improve it.

Using a cross-sectional survey design, the data were collected from 310 government employees across fourteen Divisional Secretariats. Structured questionnaires were administered, and the data were analysed using quantitative methods with SPSS Version 23. The results reveal a significant and positive relationship between employee self-efficacy and proactive helping behaviour, indicating that employees with higher confidence in their abilities are more likely to engage in voluntary supportive actions towards colleagues. Furthermore, the study finds that social optimism partially mediates this relationship, suggesting that employees' positive expectations about their social environment enhance the impact of self-efficacy on their proactive helping behaviours.

These findings highlight the importance of developing employee self-efficacy and fostering social optimism to promote proactive helping behaviour in the public sector. The study provides valuable insights for policymakers and human resource practitioners in designing training and development programs that strengthen employee confidence and cultivate social optimism to improve teamwork, collaboration, and overall service delivery effectiveness.

This research contributes to the growing body of knowledge on organizational behaviour by demonstrating how psychological factors such as self-efficacy and social optimism collectively influence proactive helping behaviour, thereby offering strategic implications for enhancing public sector performance.

Keywords: *Social Optimism, Self-Efficacy, Proactive Helping Behaviour*

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