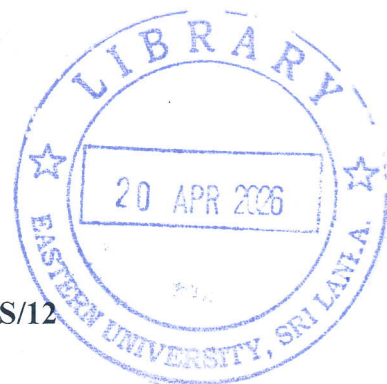


**INVESTIGATING HOW INNOVATION ORIENTED HUMAN  
RESOURCE MANAGEMENT (HRM) PRACTICES INFLUENCE  
SERVICE INNOVATIVE BEHAVIOUR THROUGH THE  
MEDIATING ROLE OF EMPLOYEE ENGAGEMENT IN HOTEL  
EMPLOYEES IN TRINCOMALEE DISTRICT**

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**REGISTRATION NUMBER: EU/IS/2019/MS/12**

**INDEX NUMBER: MS2192**



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the Degree of Bachelor of Business Administration Honours.



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FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

## ABSTRACT

This study investigates the influence of Innovation-Oriented Human Resource Management (HRM) practices on Service Innovative Behaviour among hotel employees in the Trincomalee District, with Employee Engagement serving as a mediating variable. It addresses four objectives: (1) identifying existing levels of key variables, (2) analyzing their interrelationships, (3) evaluating innovation-oriented HRM's influence on service innovative behaviour, and (4) assessing the mediating role of employee engagement.

The population for this study comprises hotel employees across various departments in the Trincomalee District. A convenience sample sampling technique was employed to select a sample of 250 employees to ensure representativeness. Primary data were collected using structured questionnaires distributed to the respondents. Quantitative analysis was conducted using SPSS software, including reliability testing, descriptive statistics, correlation, regression, and mediation analyses.

The findings indicate that hotel employees in Trincomalee exhibit moderate to high levels of innovation-oriented HRM practices, employee engagement, and service innovative behaviour. Correlation and regression analyses confirm strong positive relationships among these variables, with HRM practices significantly influencing service innovation. Furthermore, employee engagement is shown to partially mediate this relationship, enhancing the impact of HRM on innovative service actions. These results validate the study's four objectives and highlight the strategic role of HRM and engagement in driving service innovation within the hospitality sector.

The study contributes to the theoretical understanding of HRM's role in promoting service innovation and provides practical implications for hotel managers aiming to improve service quality and competitiveness. By integrating innovation-focused HRM practices with strategies to enhance employee engagement, hotels can cultivate a workforce capable of delivering creative and superior service experiences.

**Keywords:** Innovation-Oriented Human Resource Management, Employee Engagement, Service Innovative Behaviour

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