

**THE INFLUENCE OF LEADERS' COLLECTIVIST ORIENTATION
ON EMPLOYEES' INNOVATIVE BEHAVIOUR IN BANKING
SECTOR IN COLOMBO DISTRICT**

BY

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ABSTRACT

This study investigates the influence of leaders' collectivist orientation, self-efficacy for teamwork, task performance, and knowledge sharing on employee innovative behavior within the banking sector of Colombo District, Sri Lanka. Innovation among employees is recognized as a critical factor for organizational growth, adaptability, and competitiveness, particularly in knowledge-intensive sectors such as banking. The objective of the research was to examine both the levels of key behavioral and organizational factors and their relationship to innovative practices among banking employees.

A quantitative research approach was adopted using a structured questionnaire distributed among 402 banking employees in Colombo District. Data were analyzed through descriptive statistics, Pearson's correlation, and both simple and multiple linear regression analyses. The findings revealed that all independent variables were perceived at a very high level, with employee innovative behavior also being rated highly. Bivariate analysis confirmed significant positive relationships between all predictor variables and innovative behavior. Among them, task performance and knowledge sharing demonstrated the strongest correlations.

Simple regression analysis further identified knowledge sharing, task performance, and self-efficacy for teamwork as significant predictors of innovative behavior, while leaders' collectivist orientation was positively correlated, it did not show a statistically significant influence in the multivariate model.

The study concludes that fostering internal capabilities such as collaboration, task efficiency, and a knowledge-sharing culture is essential for promoting innovation among employees. Practical recommendations are proposed for HR practitioners and organizational leaders, and future research directions are suggested to broaden the scope of this investigation.

Key words: Leader's Collectivist Orientation, Employee Innovative Behavior, Self-efficacy for Teamwork, Knowledge Sharing, Task Performance.

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