

**THE IMPACT OF INNOVATIVE-SUPPORTIVE CULTURE ON EMPLOYEE
PERFORMANCE IN BANKING SECTOR IN BATTICALOA: A
COMPARATIVE STUDY BETWEEN STATE AND PRIVATE BANKS.**



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ABSTRACT

This study investigates the impact of an Innovative-Supportive Culture on Employee Performance in Batticaloa, through a comparative analysis between state and private banks. The research focuses on four key independent variables: Communication, Leadership, Curiosity, and Flexible Work Arrangements, and examines their influence on the dependent variable, Employee Performance. Data were collected using a structured questionnaire administered to 210 bank employees from both state and private banks in Batticaloa. The collected data were analyzed using descriptive statistics, correlation analysis, and simple linear regression.

The findings reveal a positive relationship between an Innovative-Supportive Culture and Employee Performance. Specifically, Communication, Leadership, and Curiosity were found to have a significant positive impact on employee performance. All measured dimensions exhibited a strong positive correlation with employee performance. Furthermore, the results of the simple linear regression analysis confirmed that an Innovative-Supportive Culture has a statistically significant influence on employee performance across both state and private banks in Batticaloa.

This study contributes to the Importance of fostering an Innovative supportive culture with in bank industry to enhance employee performance. The study offers valuable insights for policymakers and bank management to implement strategic culture practices that drive performance. Future research can explore additional organizational factors or extend this analysis to other sectors for broader applicability.

Keywords: Innovative culture, Communication, Leadership, curiosity, Flexible work arrangement, Employee Performance.

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