

**DETERMINANTS OF EMPLOYEE INNOVATIVE BEHAVIOUR:
TELECOMMUNICATION SECTOR IN ANURADHAPURA
DISTRICT**



By

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REGISTRATION NO: EU/IS/2019/MS/19

INDEX NO: MS 2199

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



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

2025

ABSTRACT

This study investigates the determinants (self-efficacy, creative process engagement) of employee innovative behaviour in telecommunication sector in Anuradhapura District, Sri Lanka. The Employees are the primary driving force behind industry innovation. Employee creative behaviour, which can be described as the act of producing, encouraging, and applying innovative thinking in the organization for the aim of personal and organizational success is therefore critical. The objectives of this study to identify to the level of Self-efficacy, Creative process engagement and employee innovative behaviour in telecommunication sector, to identify the relationship between Self-efficacy, Creative process engagement and employee innovative behaviour in telecommunication sector and to assess the impact of Self-efficacy and Creative process engagement on employee innovative behaviour in telecommunication sector.

Mainly the researcher has used descriptive analysis, correlation analysis, regression analysis to achieve the objectives of this research study. Data were collected using a structured questionnaire from a sample of 179 employees telecommunication sector (Dialog Axiata and Sri Lanka Telecom) selected through stratified sampling method. Correlation analysis showed strong to very strong positive relationships between the independent variables and employee Innovative behavior, while multiple regression analysis confirmed the significant positive effects of these factors on employee innovative behaviour. The limitations of the study, such as sample size and the focus on a specific set of factors, should be considered when interpreting and applying the findings.

Keywords: Self-Efficacy, Creative Process Engagement, Employee Innovative Behaviour

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