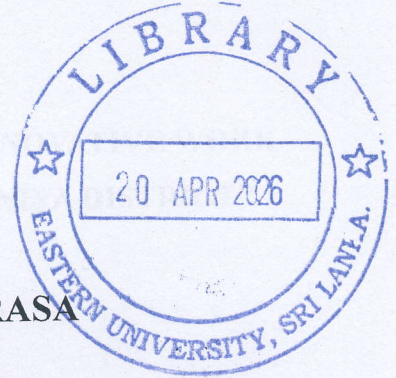


**IMPACT OF EMPLOYEE ENGAGEMENT ON INNOVATIVE
WORK BEHAVIOR IN GARMENT INDUSTRY IN VAVUNIYA
DISTRICT**



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ABSTRACT

This study investigates the impact of employee engagement (EE) on innovative work behavior (IWB) within the garment industry in Vavuniya District, Sri Lanka, addressing a notable gap in local literature. Grounded in established theories, the research conceptually links EE dimensions—career growth, recognition, and job involvement—to IWB. A quantitative methodology was adopted, surveying a simple random sample of 336 garment industry employees. Data analysis, utilizing SPSS 23, included correlation and regression techniques, preceded by a pilot study to ensure instrument reliability. Findings revealed high levels of career growth, recognition, job involvement, employee engagement, and innovative work behavior. Crucially, strong positive relationships were observed between EE dimensions and IWB. Regression analysis further confirmed that employee engagement, along with its dimensions, significantly and positively influences innovative work behavior, supporting all hypotheses. These results highlight the critical role of fostering employee engagement to enhance innovation within Sri Lanka's garment sector. The study offers both theoretical contributions to the understanding of EE-IWB dynamics in this unique context and practical recommendations for managers and policymakers. While acknowledging limitations like its cross-sectional design and regional focus, this research provides a valuable foundation for future, broader investigations.

Keywords: Employee Engagement, Innovative Work Behavior, Garment Industry, Vavuniya District, Sri Lanka.

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