

**EMOTIONAL ENGAGEMENT, TEAM ORIENTATION AND
COMMITMENT AMONG MACHINE OPERATORS OF
APPAREL INDUSTRY IN KANDY DISTRICT**



ANSAR MOHAMMED RASHID



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

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ABSTRACT

The Apparel industry of Sri Lanka employs about 15% of the country's workforce, manufacturing for about half of the country's total exports, and Sri Lanka is among the top apparel producing countries in the world relative to its population. The Apparel industry plays a vital role in the national economy as the largest foreign income earning source over last three decades. This study attempts to find out the level of Emotional Engagement, Team Orientation and Commitment among machine operators of Apparel industry in Kandy district. This study included three variables as Emotional Engagement, Team Orientation, and Commitment. Commitment is identified under three dimensions such as Affective Commitment, Continuance Commitment and Normative Commitment.

Primary data were used in this study. Primary data were collected through structured questionnaires and issued to the machine operators working in apparel industry in Kandy district. 200 respondents were selected as the sample of this study. Data analysis is based on the univariate analysis techniques. Analysis found that there is a high level of Emotional Engagement, Team Orientation and Commitment among machine operators in Kandy district. Findings of this study are useful to further development and implications of Emotional Engagement, Team Orientation and Commitment among machine operators of apparel industry in Kandy district.

Keywords: *Emotional Engagement, Team Orientation, Affective Commitment, Continuation Commitment, Normative Commitment.*

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