

**INFLUENCE OF WORK SUPPORT ON EMPLOYEE CREATIVE
BEHAVIOUR: ASSESSING THE MEDIATING ROLE OF INTRINSIC
MOTIVATION WITH SPECIAL REFERENCE TO FINANCIAL
INSTITUTIONS IN BATTICALOA**



BY

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ABSTRACT

No business organization can avoid a tougher competition nowadays. This situation requires innovation to survive and grow. It is not possible to achieve an innovative institution without creative employees. Hence, researchers have become increasingly interested in identifying the conditions that influence employee creative behaviour. One of these conditions is work support for employee creative behaviour. Work support, in this study, includes supervisor support, and coworker support. However, it is not well understood the mechanism surrounding the association between support and creativity. To help address this situation, this study examined the mediating roles of intrinsic motivation in the effect of work support from both supervisors and coworkers on employee creative behaviour. In addition to this, the researcher Identify the level of these variables and the relationship between them.

So far lack of research has been carried out in Sri Lanka to investigate the impact of work support on employee creative behaviour. In doing so, a survey is administered to 159 employees who are working in financial institutions especially, banks and insurance companies in Manmunai North Division in Batticaloa.

Researcher hypothesized and found that work support from both supervisors and coworkers was positively related to employee creative behaviour, work support was positively influence intrinsic motivation as well as intrinsic motivation is influential to promote the creativity of the employees. The study also revealed that intrinsic motivation partially mediated the relationship between the work support and employee creative behaviour. Moreover, this study found that the employees perceive high level of work support and intrinsic motivation and have high level of creative behaviour. Further, the findings of this study offer guidance to the organizations looking to be creative within the organization.

Key words: *Work Support, Supervisor Support, Coworker Support, Intrinsic Motivation and Employee Creative Behaviour.*

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