

**THE IMPACT OF INTERNAL SUPERVISOR COMMUNICATION ON
EMPLOYEE ENGAGEMENT: THE MEDIATING ROLE OF SUPERVISOR
IDENTIFICATION**



By

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ABSTRACT

In the twenty first century every organization are operating in a very competitive environment. So, Apparel Industries' environment is very competitive. In this situation, sewing machine operators' employee engagement (EE) is very important factor for Apparel Industry. Normally internal supervisor communication (ISC) is mainly impact on Employee Engagement. Therefore, the aim of this study was to analyze Existing level of Internal Supervisor Communication, Supervisor Identification and Employee Engagement, What sort of relationship between Internal Supervisor Communication, Employee Engagement and Supervisor Identification and the impact of Internal Supervisor Communication, Employee Engagement and mediation influence of Supervisor Identification to relationship among Internal Supervisor Communication and Employee Engagement at two selected apparel companies in Nuwara Eliya.

Structured questionnaire was used as the method of data collection and 281 sewing machine operators selected as sample out of 941 sewing machine operators. Researcher considered two apparel companies name as Trendy Wear (Pvt) Ltd and Original Apparel in Nuwara Eliya. Random sample method used to make the sample method used to make sampling frame of the study. Quantitative research approach used for this study. The data were analyzed using descriptive statistics, correlation and regression analysis. The result indicated that Internal Supervisor Communication, Employee Engagement and Supervisor Identification were high level in selected apparel companies. Also result indicated significant positive relationship (Internal Supervisor Communication, Employee Engagement, Internal Supervisor Communication, Supervisor Identification and Supervisor Identification and Employee Engagement). As a result of this study, managers of apparel companies must give their attention for combination of Internal Supervisor Communication, Supervisor Identification to increase Employee Engagement.

Keywords: Internal Supervisor Communication, Employee Engagement and Supervisor Identification

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