THE IMPACT OF PROACTIVE PERSONALITY ON TRAINING MOTIVATION: THE ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT

(WITH SPECIAL REFERENCE TO INSURANCE SECTOR IN TRINCOMALEE DISTRICT)

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ABSTRACT

Insurance companies can be important for the all countries to stability of financial systems. Insurance companies are very competitive, because there are lager number of insurance companies located in current situation. In this situation, all staff members are very important for the insurance companies to their survival. Normally proactive personality is mainly impact on training motivation as well as perceived organizational support help to enhance training motivation among the employees. Therefore the aim of this study was to analyze level of proactive personality, training motivation and perceived organizational support, what sort of relationship among proactive personality, training motivation and perceived organizational support and moderating impact of perceived organizational support to the relationship among proactive personality on training motivation at seven selected Insurance companies in Trincomalee District.

Quantitative research approach used for this study. As well as close ended questionnaire was used as the method of data collection and 130 office staff and agents as sample out of 192 all staff of selected Insurance companies. Researcher considered seven insurance companies in the Trincomalee District. Stratified random sample method used to make the sampling frame of the study. The data were analyzed using descriptive statistics, correlation and multiple regression analysis.

The descriptive result indicated that the proactive personality was high level, training motivation and perceived organizational support was high level in selected insurance companies. Also correlation result indicated a significant positive relationship between proactive personality, training motivation and perceived organizational support. And also the multiple regression result indicated that a significant moderate positive impact of perceived organizational support on the relationship between proactive personality and training motivation.

Keywords: *Proactive Personality (PP), Training Motivation (TM), Perceived Organizational Support (POS)*

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