

**IMPACT OF FUN AT WORK PLACE ON EMPLOYEE JOB
INVOLVEMENT IN INSURANCE INDUSTRY**



BY

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ABSTRACT

Insurance industry falls under one of the competitive industry in Srilanka. Therefore, employees of insurance sector work with stress and personal oriented. In today's work environment workplace fun has been promoted as a key element for the productive environment. Job involvement helps individuals with organizational effectiveness, employee morale and positive perceptions of work. However, thus little research has been done on the topic of workplace fun has only been studied at the individual level. Therefore, the objectives of the current study is to identify nature, relationship and impact of fun at workplace and job involvement.

The primary data were gathered from 150 employees from selected ten insurance companies based on stratified random sampling method through self-administrated questionnaires and analyzed using descriptive statistics, correlation and simple regression analysis in order to find the results of study objectives. The study has found that in the insurance companies Fun at workplace and job involvement has moderate. Further it has found that there is a strong positive relationship between fun at workplace and job involvement mean while the fun at workplace impact positively on employee job involvement.

The study contributes knowledge, experience and idea about workplace fun and employees job involvement. Most of the leaders or employers are expecting that their employee's real involvement in the work place or their duties. Because they assumes that the batter outcomes of duties comes from employee's real job involvement. In this context fun at work place is strong positive relationship and impact on job involvement. This study contribute to motivate the leaders in order to enhance job involvement. In future young job seekers give more attendance to work place fun. Therefore, Finding from research will be useful to Insurance companies' employees in taking account of work place fun. They are working under stressful environment; it is more important to introduce more workplace fun to reduce job pressure or stress in insurance industry at Batticaloa district.

Keywords: *Fun at Workplace, Job Involvement, Insurance Industry*

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