

**EMOTIONAL ENGAGEMENT TEAM ORIENTATION AND
COMMITMENT AMONG THE OPERATIONAL LEVEL
EMPLOYEES IN BENJI APPAREL INDUSTRY**



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ABSTRACT

The garment industry represents the largest component of Sri Lanka's manufacturing sector in terms of its contribution to gross domestic product, exports, foreign exchange earnings and employment. The development of apparel sector is paramount for Sri Lanka irrespective of their level of development.

In Sri Lankan context, a few empirical studies have been conducted with the emotional engagement, team orientation and employee commitment among the operational level employees. There is an empirical knowledge gap exists in emotional engagement, team orientation and employee commitment among the operational level employees. Hence, this study attempts to fill this knowledge gap. The objectives of this study are to identify the level of emotional engagement, team orientation and employee commitment among the operational level employees in Benji apparel industry. To achieve these objectives, data was collected from 150 operational level employees in Benji apparel industry using questionnaire. The data were analyzed by using descriptive analyses.

The results show that the level of emotional engagement and employee commitment among operational level employees are in moderate level and the level of team orientation is in high level among operational level employees in Benji apparel industry. Therefore in order to improve the level of emotional engagement, team orientation and employee commitment among the operational level employees, researcher recommends to conduct training programs and motivation programs.

Keywords: *Emotional Engagement, Team Orientation, Employee Commitment*

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