



**IMPACT OF PERCEIVED VALUE OF CAREER
DEVELOPMENT ON ORGANIATIONAL COMMITMENT
OF PRODUCTION EMPLOYEES IN
PRIMA CEYLON (PRIVATE) LIMITED COMPANY**

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ABSTRACT

Career development one of the important part in human resource management. Organizational commitment also important as well as career development. Career development is one of the reasons to reinforce organizational commitment. In Sri Lankan context, although many research studies doing and have done on different studies in relevant Career Development and Organizational Commitment, prevalence of the researches done on Perceived Value of Career Development and Organizational Commitment are limited. The study has fulfilled the gaps identified.

This study was entirely design by entering the focal problem of Impact of Perceived Value of Career Development on Organizational Commitment. The main aims of this study are to find out the Impact of Perceived Value of Career Development on Organizational Commitment of Production employees in Prima Ceylon (Private) Limited Company and hypothesis are developed to find out whether there is a significant impact of career development and organizational commitment factors. The data were collected from 185 respondents out of 200 employees in production sector in Prima Company with a structured questionnaire. For Presenting and analyzing the data both descriptive and inferential statistics were used through SPSS 19.0 version and the results were derived.

The major findings of the study reveal that the perceived value of the career development and organizational commitment has strong positive relationship and perceived value of the career development and normative, affective, active continuance, passive continuance and value commitment have significant impact. The conclusion was finally made that there are significant impact of the Perceived Value of Career Development on Organizational Commitment of Production employees in Prima Ceylon (Private) Limited Company. The findings of this study shall be important on the theoretical as well as on the practical level and can use to enhance career development process and reinforce organizational commitment among the employees.

Keywords: Career Development, Perceived Value of Career Development, Organizational Commitment, Affective Commitment, Normative Commitment, Value Commitment, Active Continuance Commitment, Passive Continuance Commitment

TABLE OF CONTENTS

Acknowledgement	I
Abstract	II
Table of Contents	III
List of Tables	VII
List of Figures	VIII
Abbreviations	IX
Chapter 1- Introduction	01-07
1.1. Background of the Study	01
1.2. Problem Statement.....	03
1.3. Research Questions.....	05
1.4. Objectives of the Study.....	05
1.5. Significance of the study	06
1.6. Scope of The Study.....	06
1.7. Chapter Summary	07
Chapter 2- Literature Review.....	08- 25
2.1 Introduction.....	08
2.2 Defining Career.....	09
2.3 Defining Career Development	10
2.3.1 Perception Value of Career Development	13
2.4 Organization Commitment.....	13
2.5 Relationship between Career Development & Organization Commitment... 16	
2.6 Wang's Five Commitment Mode.....	17
2.5.1 Affective Commitment	18
2.5.2 Normative Commitment	19
2.5.3 Continuance Commitment	21
2.5.4 Value Commitment.....	23
2.7 Dimensions of Organization Commitment.....	24
2.8 Chapter summary.....	25
Chapter 3- Conceptualization and Operationalization	26
3.1 Introduction.....	26
3.2 Conceptualization.....	26
3.3 Operationalization of variables	26

3.3.1 Career Development	27
3.3.2 Organizational Commitment.....	27
3.3.3 Wang's Five Component Commitment Mode.....	28
3.3.3.1 Affective Commitment.....	28
3.3.3.2 Active Continuance & Passive Continuance Commitment.....	28
3.3.3.3 Normative Commitment.....	28
3.3.3.4 Value Commitment.....	29
3.4 Operationalize	29
3.5 Hypotheses Development	30
3.6 Chapter Summery	31
Chapter 4- Research Methodology.....	32-40
4.1 Introduction	32
4.2 Research Setting, Design and Method.....	32
4.3 Time Horizon.....	32
4.4 Unit of Analysis.....	32
4.5 Research Technique.....	33
4.6 Target Population	33
4.7 Structure of Questionnaire.....	34
4.8 Methods of Data Collection.....	35
4.8.1 Primary Data	35
4.8.2 Secondary Data.....	35
4.9 Data Processing.....	36
4.10 Method of Data Presentation	36
4.11 Method of Data Analysis and Data Evaluation.....	36
4.11.1 Reliability.....	37
4.11.2 Univariate Analysis.....	37
4.11.3 Bivariate Analysis.....	38
4.12 Chapter Summery	40
Chapter 5- Data Presentation and Data Analysis	41- 62
5.1 Introduction.....	41
5.2 Response rate	41
5.3 Analysis of reliability.....	41
5.4 Data Presentation	42
5.4.1 Data Presentation for Demographical Information.....	42

5.6 Data presentation for the research variable.....	46
5.6.1 Univariate Analysis.....	46
5.6.2 Bivariate Analysis.....	50
5.6.3 Simple Regression Analysis.....	54
5.6.4 Testing Hypothesis.....	58
5.5 Chapter Summery.....	61
Chapter 6 - Discussion and Findings.....	63- 77
6.1 Introduction.....	63
6.2 Discussion on personal factors.....	63
6.3 Discussion on research information.....	65
6.3.1 View of perceived value of career development.....	65
6.3.2 View of Organization Commitment.....	66
6.3.3 Discussion of Brivariate Analysis.....	67
6.3.3.1 Pearson's Correlation Analysis.....	68
6.3.3.2 Simple Regression Analysis.....	70
6.3.3.3 Testing Hypothesis.....	75
6.4 Chapter Summery.....	77
Chapter 7- Conclusions and Recommendations.....	78-82
7.1 Introduction.....	78
7.2 Conclusions.....	78
7.3 Recommendations.....	79
7.4 Limitations for the study.....	80
7.5 Implications of the study.....	80
7.6 Directions for Future Research.....	81
References.....	82-87
Appendix	
Appendix - 1: The Questionnaires used for the study (English)	
Appendix - 2: The Questionnaires used for the study (Sinhala)	