THE IMPACT OF ORGANIZATIONAL COMMITMENT ON ORGANIZATIONAL CITIZENSHIP BEHAVIOUR ON OPERATIONAL LEVEL EMPLOYEES AT JAY JAY MILLS LANKA (PVT) LIMITED IN TRINCOMALEE

BY

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ABSTRACT

The organizational commitment and organizational citizenship behaviour are becoming important concepts to organizations in recent years. The employees of organizations are the most effective index in the superiority of one organization than another one. Organizational commitment is the connections of people with an organization which are determined by strong believe interaction and accepting aims and values. Organizational citizenship behaviour is a person's voluntary commitment with an organization that is not part of his or her contractual tasks. Achieving a strong workforce with minimal resources has become a grand task for every employer. In this study, the independent variable is organizational commitment and the dependent variable is organizational citizenship behaviour. According to literature review organizational commitment has three dimensions such as, affective, continuous and normative. Similarly, organizational citizenship behaviour also has five dimensions.

The main purpose of this study was to identify the impact of organizational commitment on organizational citizenship behaviour of operational level employees at Jay Jay Mills Lanka (PVT) Ltd in Trincomalee. The structured questionnaire was used to collect primary data from operational level employees. 200 questionnaires were distributed among employees, eventually response was received from 191 respondents. Further 177 was valid and used for the study. The sample was selected by the stratified random sampling method. The collected data was analyzed by using univariate, bivariate and regression analysis.

The major findings of the study revealed that, there are high levels of organizational commitment and organizational citizenship behaviour. The results also showed that, there is significant positive relationships among organizational commitment and organizational citizenship behaviour. In addition, organizational commitment positively and significantly impact on organizational citizenship behaviour. So, it can be revealed that there is a positive and significant impact on organizational commitment on organizational citizenship behaviour of operational level employees at jay jay mills Lanka (PVT) Ltd in Trincomalee.

Keywords: Organizational Commitment, Organizational Citizenship Behaviour

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