

A STUDY OF ORGANIZATIONAL CITIZENSHIP BEHAVIOUR AND ORGANIZATIONAL PERFORMANCE: THE SPECIAL REFERENCE TO THE BANKING INDUSTRIES IN VAVUNIYA DISTRICT.

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ABSTRACT

Organizational Citizenship Behaviour denotes voluntary commitment of a person in an organization or company apart from his or her contractual work, when psychology is considered for study. The main objective of the present study is to measure the impact of OCB on Organizational performance and analysis the relationship between OCB and organizational performance of the Banking industry in Vavuniya District. The five dimensions in the OCB categorized as two dimensions such as OCB – I and OCB – O. OCB – I (Individual) and OCB – O (Organization) are considered as independent variables and the perceived profitability is considered as dependent variables of the study. Data were collected from 100 executive and executive supportive staff from the Banking Industry in Vavuniya District issuing the questionnaires. The data were analyzed by using the SPSS 20 package. The correlation and regression analysis were used for testing the hypotheses in the present study. Based on the correlation analysis of this study the findings of the present study indicated that, the OCB - I has higher relationship with organizational performance than the relationship between OCB – O and organizational performance, because the variables in the OCB - I – Altruism, Courtesy, and Conscientiousness – and organizational performance have higher positive significant relationship ($r=0.321$, $P<.01$, $r=0.557$, $P<.01$, and $r=0.642$, $P<.01$ respectively) than the variables in the OCB –O - Civic virtue, and Sportsmanship ($r=0.314$ $P<.01$, and $r=0.322$, $P<.01$). Further OCB I ($\beta= .683$, $p<.01$) has higher significant impact on the Organizational

performance than the OCB – O ($\beta = .398, p < .01$) of the Banking industry in Vavuniya District. The overall pattern of the results indicated that the positive contribution of OCB to organizational performance was identified in this study.

Keywords: OCB-I; Altruism, Courtesy, Conscientiousness, OCB-O; Civic virtue, and Sportsmanship, Organizational Performance