

The Impact of Organizational Learning Culture on Organizational Citizenship Behavior in Apparel Industry in Sri Lanka (With Special Reference to Gampaha District)

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Apparel industry as the largest industry in Sri Lankan economy, provides more benefits for employees through different learning practices. But still have to measure the extent of these practices impact on the behavior and attitudes of employees. The literature showed some contradictory ideas in the relationship between Organizational Learning Culture and Organizational Citizenship Behavior. Organizations can be succeeded through satisfying and motivating their employees. Hence, the study focused to identify the Impact of Organizational Learning Culture on Organizational Citizenship Behavior in Apparel industry in Sri Lanka by using four major research objectives. Moreover, Organizational Commitment was used as the mediator to measure the indirect relationship also. The population was all operational level employees in Apparel Companies in Gampaha District. The sample of 150 employees was selected through stratified sampling technique from 3 Export Processing Zones in Gampaha District. Data gathered from self-administered questionnaires which consist of seven point likert scale questions was analyzed by SPSS 21 software. Descriptive statistics, correlation, regression and Sobel test were used to analyze data. Organizational Learning Culture was measured by seven indicators while Organizational Citizenship Behavior was measuring by five indicators. Further, Organizational Commitment was measured by four indicators. The study found a positive relationship between two variables with the presence of the mediator. Managers can increase Organizational Citizenship Behavior when increasing Organizational Learning Culture through Organizational Commitment. The study suggests to reduce the workload, give more learning opportunities, increase incentives, conduct training programs, motivate innovations and etc.

Keywords: Organizational Learning Culture, Organizational Commitment, Organizational Citizenship Behavior