



**A STUDY ON THE IMPACT OF PERCEIVED ORGANIZATIONAL
SUPPORT ON EMPLOYEES' ORGANIZATIONAL COMMITMENT IN
INSURANCE FIRMS
(WITH SPECIAL REFERENCE TO BADULLA REGION)**

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ABSTRACT

Employees' commitment towards their organization is important for organizational success as committed workforce may highly contributes on accomplishing the organizational goals and objectives. A well committed workforce help to gain competitive advantage and survival of an organization. Hence building a committed workforce is important for any organization. In this context, this study investigated the impact of perceived organizational support on employees' organizational commitment in insurance firms with special reference to Badulla region. The employees' organizational commitment was studied under three dimensions namely affective commitment, normative commitment and continuance commitment. 100 middle level employees from ten (10) insurance firms were selected from Badulla region using convenience sampling technique. The primary data was collected using structured questionnaire. Measures of perceived organizational support were taken from Eisenberger, et al (1986) and the measures of Organizational commitment were taken from Meyer and Allen (1991). Correlation coefficient and regression analysis were used to analyze the data with the support of SPSS 23 version. As per the results of the statistical analysis the perceived organizational support showed a positive relationship with all three dimensions of organizational commitment. The analysis exposed that significant positive relationship between perceived organizational support and affective commitment, significant strong positive relationship between perceived organizational support and normative commitment and significant weak positive relationship between perceived organizational support and continuance commitment. The study recommends the respective authorities of the insurance companies to consider on providing perceivable support to their employees in order to build a committed workforce towards the organizational success.

Keywords: Perceived organizational support, Affective organizational commitment, normative organizational commitment, Continuance organizational commitment