



**STUDY OF IMPACT OF PERSONALITY, SITUATIONAL
AND MOTIVATIONAL FACTORS TOWARDS
EMPLOYEES' MOTIVATION TO LEARN IN
INSURANCE INDUSTRY AT POLONNARUWA
DISTRICT**

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Abstract

Study of impact of personality, situational and motivational factors towards employees' motivation to learn in insurance industry at Polonnaruwa District.

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Employee motivation to learn is critical factor to consider for organizations when achieving the organizations' goals. This study attempted to examine the impact of employees' personality, situational, and motivational factors on employee motivation to learn. Population was consisted with 251 employees from 6 listed Insurance companies at Polonnaruwa district, and sample was 80 individuals who are working in that insurance companies. Stratified sampling method was used. Data was summarized by using descriptive analysis. The strength of relationship between independent, intervening and dependant variable was determined by Karl Pearson product movement correlation coefficient. The relative contribution of each independent towards dependent variable was determined by using multiple regression analysis. Achieving the major objective find out that Personality and situational factor were low positively correlated with the motivational factor, and it was significantly correlated. Motivational factor was high positively correlated with the motivation to learn, and it was significantly correlated. Finally as a conclusion, employee's personality and situational factors were significantly contributed to motivational factors and motivational factors was significantly contributed to employees' motivation to learn in Srilankan Insurance sector.