

Impact of Employee Happiness and Employee Engagement on Organizational Attractiveness: Evidence from Promotional and Regulatory Organizations of Ionizing Radiation in Sri Lanka

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The main purpose of this study was to identify the impact of employee happiness (EH) on organizational attractiveness (OA) and the mediating effect of employee engagement (EE). This was carried out as a cross-sectional study among a sample of 127 employees selected from a population of 189 employees at Sri Lanka Atomic Energy Regulatory Council (SLAERC) and Sri Lanka Atomic Energy Board (SLAEB), which are the organizations responsible for regulatory and promotional activities of ionizing radiation.

A self-administered questionnaire was used to collect primary data through a survey. The study described in this paper is looking in this respect at four hypotheses. The four hypotheses of this study cover the impact and relationship between EH and OA and mediating effect of EE. To analyze data gathered SPSS 20 (Statistical Package for the Social Science) was used. To interpret the analyzed data, the researcher presented the results using the correlation coefficient and simple regression analysis. Statistical results flaunt that the four hypotheses are basically confirmed. OA of both organizations was moderately and positively influenced by EH. In addition to that, there was a weaker mediating effect of EE between EH and OA. Thus, research findings revealed that management of these organizations should develop leadership qualities, strong communications with subordinates and past decision making to improve the EE and EH and thereby it will gradually enhance the attractiveness of SLAERC and SLAEB. Cross-validation of the findings of this study to be done in different industries and different cultures comparatively among a bigger sample in subsequent studies is recommended, which will add more insights to the substance of the present study.

Keywords: *Employee engagement, Employee happiness, Organizational attractiveness*

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