

## **Moderating Role of Organizational Identification on the Relationship Between Career Growth and Employee Turnover Intention**

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Lack of well-structured career development and employee retention programmes is the most persistent challenge in most organizations today. This has increased the need for career growth opportunities in most organizations to achieve employee retention. According to the available literature, career growth opportunities is seen as a predictor of intention to leave, and organizational identification is thought to be superior in predicting employees' turnover intentions. As a result, the purpose of this study is to investigate the impact of organizational career growth on turnover intention as well as the moderating impact of organizational identification on this relationship.

The study was carried out as a cross sectional field study among a sample of 156 permanent banking employees in the public sector commercial license bank in Western province, Sri Lanka. Snowball sampling technique was used to select the sample and primary data were collected using a standard questionnaire. Descriptive statistics, inferential statistics, regression, and correlation analysis were analyzed using Statistical Package for Social Sciences (SPSS). According to the findings, career growth was negatively related to intention to leave. It was also discovered that organizational identification acted as a moderator in the relationship between career growth and turnover intention. Thus, the findings indicate that the effect of employees' career growth on their intention to leave varies depending on how much they identify with their organizations.

**Keywords:** *Career Growth, Turnover Intention, Organizational Identification*

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