

## **A Thesis for MHRM**

*Job Satisfaction and Organizational Citizenship Behavior of Information Technology professionals in Sri Lanka and the Moderating effect of Individualism.*

**By**

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## ABSTRACT

Human Resource Management and development is an important aspect in the current business world. Why this is important? The financial objective of any business venture is profit making while managing its resources efficiently and effectively. Improvement and management of HR is vital for effective management of other resources including physical resources.

Past researches have observed the relationship of Job satisfaction and organizational citizenship behavior however there were no particular study done for IT industry. Building on job satisfaction, organizational citizenship behavior and individualism literature, the present study in the paper involved looking at validating the relationship has OCB and individualism with job satisfaction. Job satisfaction and organizational citizenship behavior (OCB) measure developed by Organ (1988) who posited a nine dimension instrument. The research objectives were to identify the level of job satisfaction, organizational citizenship behavior, there relationship, level of individualism and moderating effect of individualism. Data were gathered through a survey using a structured questionnaire to employees working in well-known IT companies in Sri Lanka. A total of 236 questionnaires were returned over a period of 4-weeks. A series of tests such as correlation, hierarchical multiple regression and reliability analysis was conducted to confirm that the instrument is valid.

The most important finding of the study is IT professionals have more tendencies towards individualism than organizational citizenship behavior when they have a higher level of job satisfaction. It is suggested to maintain medium level of JS to increase OCB and implications regarding the value of conducting validity and reliability test for practitioners and researchers are thoroughly discussed.