

A Study Factors Influence on Organisation Citizenship Behaviour in Corporate Sector

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Abstract: Organizational citizenship is discretionary behaviour that is not part of an employee's normal requirements from the employers but that nevertheless improves the effective functioning of the organization. Effective organizations need employees who will perform duties more than their normal job duties and provide performance that is beyond expectations. In order to achieve the organisational goal, the management need to fulfil employee's job satisfaction, understand their motivation, and create suitable work environments are some of the important thing in management reality.

Key words: Organisational citizenship behaviour, factors of Organisational citizenship behaviour, organisational effectiveness, organisational efficiency,positive work environment.

I. Introduction:

This research paper is very important to create improvement in organisational efficiency and effectiveness. As defined by Organ , OCB shows a “good soldier syndrome” which is so essential for the prosperity and smooth functioning of every organization. That means doing a better job, making an effort in every aspect which beyond formal requirements, and filling the gap among procedures, rules and regulations on the one hand, and dynamic as well as practical reality on the other. OCB is usually perceived as extracting exceptionally good behaviours for the sake of the organization and informally supporting the organisational members. Till date and as far as we could find, no study have investigated the meaning and application of OCB behaviours in the third sector. Obviously, such behaviours are vital to private organizations since they affect their effectiveness and profitability. Thus, OCB represent a most powerful element of free-will conduct, most relevant in corporate organizations, which highlight values of voluntary personal behaviour especially among employees. Consequently it is essential to examine how OCB is manifested in interpersonal relationships with organisation.

II. Statement Of The Problem:

Research of organizational citizenship behaviours has been extensive behaviour since its introduction around thirty two years ago. The vast majority of organizational citizenship behaviour research since has focused on the effects of organizational citizenship behaviour on individual and organizational performance. There is consensus in the field that organizational citizenship behaviours are salient behaviours for organizational enterprises. However, the antecedents of organizational citizenship behaviours are not well established.

This paper focuses on clearly defining the relationship between influences of various Characteristics and OCB. This paper will also discuss the implications of the OCB and try to find out how to improve OCB. To improve OCB is lowest cost and best way for businesses to reach organizational effectiveness.

Objectives

- To study about Organisational Citizenship Behaviour.
- To know the factors influence in OCB.
- To know the level of satisfaction with factor involved in Organisational Citizenship behaviour.

III. Research Methodology:

This is a analytical research paper and the primary data were collected from the employees of various corporate sectors to analyse the organisational citizenship behaviour. The secondary data were collected from brochures, articles, books and other related materials. Data were collected in and around Chennai (area) based on convenient sampling method and the samples were collected based on random sampling method. I selected the employees of four corporate sectors TCS, HCL, COGNIZENT, R.V.K International for data collection. The research was analytical in nature. The data were collected through questionnaire method from 300 employees of selected corporate sectors. From 300 employees I scrutinized the data from 250 employees based on sufficient information provided by them. So my sample size was 250.

Statistical tools used:

Percentage analysis and ANOVA techniques were used.

OCB influence organisational efficiency

Helping co-workers makes the work system more effective because one worker can utilize their lag time to assist another on a more urgent task. Acts of civic virtue may include providing suggestions for cost improvement or other resource saving ideas, which may directly influencing efficiency. To a minimum extent, conscientiousness employees, as well as those who reduce personal gain or other negative behaviours, demonstrate compliance with company policies and maintain predictable, consistent work schedules, increasing the reliability and accuracy of the service. As reliability increases, the costs of rework are reduced, making the organisation more efficient.

Job satisfaction

Job satisfaction is still the leading predetermination of Organisational Citizenship Behaviour. This is problematic because, descriptively, job satisfaction is in and of itself a challenging outcome sought by organizational middle management. The resulting implications are hesitated to sufficient that OCB is likely when workers are satisfied.

Motivation

Motivation is another observation for understating OCB. Three motive paradigms are often researched. Viewing OCB from these three motive frames, one can more easily account for the various approaches taken in prior OCB research. The altruistic path is covered quite well with the affiliation motive and part of the achievement motive, but the darker side is more clearly understood from the power motive. It is easy to see why OCB may correlate with ratings of performance. Original position that disposition can have vital effects on organizational citizenship behaviour. Individuals with collectivism and propensity to trust are more likely to believe they can be a part of the organization, to value this role, and because of this, engage in behaviours to make a difference in the organization.

Hypothesis

- Assume that there is no significance difference between the acceptance of positive relationship of level of satisfaction and factors (or) characteristic involved in OCB.

TABLE 1: Characteristics or Factors with level of satisfaction on organisational citizenship behaviour

Individual Characteristic influence in OCB	Highly satisfied	Satisfied	Dissatisfied	Total
Employee attitude	175(70%)	50(20%)	25(10%)	250
Dispositional variables	200(80%)	35(14%)	15(6%)	250
Employee role perception	150(60%)	80(32%)	20(8%)	250
Demographic variable	225(90%)	20(8%)	5(2%)	250
Employee attitude and individual differences	200(80%)	37(14.8%)	13(5.2%)	250
Organisational Characteristic influence in OCB	Highly satisfied	Satisfied	Dissatisfied	Total
Organisational formulation	60(24%)	180(72%)	10(4%)	250
Organisational flexibility	70(28%)	160(64%)	20(8%)	250
Advisory/Staff report	100(40%)	120(48%)	30(12%)	250
Demographic variable	125(50%)	110(44%)	15(6%)	250
Employee attitude and individual differences	110(44%)	120(48%)	20(8%)	250
Leadership Characteristic influence in OCB	Highly satisfied	Satisfied	Dissatisfied	Total
High performance expectations	150(60%)	75(30%)	25(10%)	250
Group goals	175(70%)	60(24%)	15(6%)	250
Leader member exchange	100(40%)	120(48%)	30(12%)	250

TABLE 2:(ANOVA TABLE)

Characteristic or factors influence in OCB	Average of Highly satisfied(X1)	Average of satisfied(X2)	Average of dissatisfied(X3)	X1 ²	X2 ²	X3 ²
Individual Characteristics	190	44	16	36100	1936	256
Organisational Characteristics	93	138	19	8649	19044	361
Leadership Characteristics	142	85	23	20164	7225	529
Total	425	267	58	64913	28205	1146

Number of observations=9

Total number of observations=425+267+58=750

Step 1:

$T^2/N=(750)^2/9=562500/9=62500$

Step 2:

SST

$64913+28205+1146-62500=31764$

SSC

$(425)^2/3 +(267)^2/3 +(58)^2/3 - 62500 = 22592.6666$

SSE

$SSE=SST-SSC$

$=31764-22592.6666=9171.3334$

Source of variation	Sum of squares	Degree of freedom	Mean sum of square	Variation ratio
Between columns	SSC	$C-1=(3-1)=2$	$22592.66/2=11296.33$	$F=MSC/MSE$
Error	SSE	$N-C=9-3=6$	$9171.666/6=1528.611$	$11296.33/1528.611$
Total		8		7.389(calculated or actual F value)

Number of degree of freedom (2, 6) at 5% significance level is =19.33(Table value)

Here the table or standard value (19.33) of F is greater than the calculated or actual (7.389) F value. So accept Ho and reject H1.

Conditions of hypothesis:

Ho: There is no significance difference between the acceptance of positive relationship of level of satisfaction and factors (or) characteristic involved in OCB. H1: There is significance difference between the acceptance of positive relationship of level of satisfaction and factors (or) characteristic involved in OCB.

Conclusion of Hypothesis:

So accept Ho and reject H1 and there is no significance difference between the acceptance of positive relationship of level of satisfaction and factors (or) characteristic involved in OCB.

IV. Findings:

Individual characteristics, organisational characteristics and leadership characteristic were positively influence in Organisational Citizenship Behaviour. Positive and smooth organisational citizenship behaviour leads to good morale and organisational ethics.

V. Discussion And Conclusion:

Organization’s desires and needs the employees who may do those things that weren’t in any job description. And the evidence indicates that those organizations that had such employees outperform those that didn’t perform such things. As a result, some human and personal studies were concerned with organizational citizenship behaviour as a dependent variable.

Organizational citizenship behaviours have often been conceptualized and practical oriented as inherently a socially desirable class of behaviours. In doing so, a variety of motives can be examined as potential reasons why employees might exhibit OCB. Much research is still needed to validate the ideas expressed in this paper. Optimistic characters related to individual or personal, organisational and leadership highlighted the significant improvement in Organisational Citizenship Behaviour.

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