Organisational Citizenship Behaviour of Teaching Faculties with Special Reference to Viruthunagar District

K. Ramalakshmi, B. Shanmuga Priya, N. Muthu Kumar

Abstract: This article wish to discern the link among organizational citizenship behavior and organizational involvement among teaching faculties of various colleges from viruthunagar district. The sample comprised 100 engineering college professors. In selected review of literature there is a positive connection among organizational commitment and an OCB. This study prominently analyze the link between organizational citizenship behavior and various proportions of organizational involvement (Affective, continuity, and normative) and how it contributes among the industry, thereafter education is becoming an more important industry for the amelioration of future generations of our country.

Keywords: work or Organizational Commitment, (AC, CC, NC) organizational citizenship behavior.

I. INTRODUCTION

Person's voluntary involvement or commitment towards the organization is called an OCB. Organ(1988) defines an OCB is an individual actions that is unrestricted, not point blank or clearly acknowledge by the basic reward system, and totally it endorse the effectual performance of the organization”. Through OCB employees get high level of motivation and engagement; moreover there is a positive link among its components and employee performance.

OCB is consist of two aspects namely selflessness and General agreement. These elements will improve organizational efficacy in different ways. Altruism is considered as a helping behaviour. These behaviors can be focussed on inside or outside of the organization.

Organ (1988) examine the component of general consistence and remake the components of general consistence and included extra elements of an OCB. Following are the elements of hierarchical citizenship conduct they are benevolence, civility, good faith, municipal temperance, and sportsmanship. Unselfishness is a helping conduct in this the representatives will help their associate with an authoritatively important assignment or issue. Good faith another conduct it comprises certain practices in that the workers will go past their predetermined activity prerequisites

II. ORGANIZATIONAL INVOLVEMENT

Dimensions of organizational commitment

A. Affective commitment

The tendency of employees to sustain in an organization because they are emotional connection with their work environment. So worker’s emotional connection between them and the firm is called affective commitment. An employee who is having strong commitment with the organization he will identifies the goals of the company and he will have desire to work and he will participate in the all activities of the organization. Also this commitment is inspired by various demographic dimensions namely: age, sex, education but these influence neither strong nor consistent

B. Continuance commitment

This means the employee degree to which believe that leaving the organisation would be very costly. If the employee does not see the positive costs to stay with the organization or company they should see availability of alternatives it may be job opportunities in the another organization, it may interrupt personal relationship, and other side best that would be incurred from leaving their organization.

C. Normative commitment

This is another kind of a commitment in which employee feels obligated to work for the organization for all the matters which the organization has done for him or her. normative commitment may varies from person to person with the degree of incentive the gets from the organization. If normative commitment is higher in organization, it systematically transmit the fact to employees regarding rewardincentives, and other strategies. In organisation normative commitment is high where the employees cansee visible examples of the employer being committed to employees well-being.
III. SIGNIFICANCE OF THE STUDY

The intention of the current study is to appraise the relationship between organizational citizenship behaviour and professional commitments based on the opinions of professors working at various colleges. ANOCB and organizational commitment are different terms but these two terms are related with one another and each organization can include these two terms for the success of their organization. Employees are the most significant source of the organization and also accomplishment of the organization depends on the workers, if the organization adopts these two concepts in their work environment by this the employees will go beyond their described work requirements and give more commitment towards their job. Here the commitment of the professors is more important in terms of students development, so his study will help to evaluate the commitment of professors with the institution which they are working.

IV. REVIEW OF LITERATURE

Organ(1988) argued that an OCB is different form related construct (organizational commitment). (cohen &vigoda, 2000) ANOCB may be empirically related to organizational commitment. (Borman& Motowidlo, 1993). define Contextual performance is not associated with task of the workers these behaviors and actions that contribute to the social and emotional aspects of the firm.

Bar and Pawar (1995) Explained the correlation among OCB and commitment of an employee towards the organization and the willingness of employees to remain in an organization. This is an important behavior which is expected by every organization from their employees. Thereafter it is proven to improve the success of the organization.

Organ and Ryan(1995) done a research on employee job satisfaction and organizational citizenship behavior, they arriving at a judgment that there is a proper bond between employee satisfaction and OCB.

Nadim Jahangir, Mohamed muzahid Akbar,and Mahmudul Haq (2004) differentiated from various dimensions of an OCB and has inspect the relationship between antecedents of an OCB are the factors that augment the level of involvement towards the firm organization which they are working in.

Spector,P.E.(2006) defined OCB as a behavior that goes away from the official obligation of the employment and it support to the organization.

According to Gaa (2010) identified an OCB is important to individuals to understand the consequence of shared vision.

Kaveh Hasani, Saced Sdaghi Boroujerdi,Samansheikhsemacili (2013) expressed "The impact of authoritative citizenship conduct on hierarchical responsibility" investigates the relationship among OCB and OC in physical instruction division in Iran. OCB and OC is impressively associated with some degree. with the parts of an OCB. People pledge to association so more penance judiciousness and reliability. The investigation end bring up that there is a noticeable affiliation stuck between an OCB and OC.

Maylinn Bidne Kvitne (2017) revealed to check whether disparity in psychological contract fulfillment could forecast differences in the improvement in an OCB. This was examined through the use of longitudinal data and random coefficient modeling. The results support the supposition that individual an OCB develops over time and that individual be at variance in this expansion.

V. OBJECTIVE OF THE STUDY

To inspect the connection between the term an OCB and different elements of Organizational Commitment (Affective duty, Continuance responsibility, Normative responsibility).

VI. HYPOTHESIS

1. There is a positive annexe among affective commitment and an OCB.
2. There is a positive connection among continuance commitment and an OCB.
3. There is a positive annex between normative commitment and an OCB.

VII. RESEARCH METHODOLOGY

The descriptive research design and Pearson correlation method of analysis was utilised in the current study. The study was conducted among 100 teaching faculties of various colleges in viruthunagar district. And the sampling techniques used for this study is simple random sampling. The Pearson connection coefficient, r, it considered a scope of qualities from +1 to -1. An estimation of 0 shows that there is no legitimate connection or relationship between the two factors. On the off chance that esteem is bigger than 0 it speaks to an alluring relationship between the factors; that is, as the estimation of one component increments, so does the estimation of the other component.

VIII. RESEARCH VARIABLES

Organizational citizenship behavior is dependent variable and organizational commitment elements are independent variable.
IX. PROPOSED CONCEPTUAL MODEL

8.1. Proposed conceptual model

X. RESULT AND DISCUSSION

This part provides the statistics analysis of the data collected from the respondents.

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
<th>Age</th>
<th></th>
<th>Educational Qualification</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Classification</td>
<td>Percentage</td>
<td>Classification</td>
<td>Percentage</td>
</tr>
<tr>
<td>Male</td>
<td>81%</td>
<td>Under 25 years</td>
<td>14%</td>
<td>U.G</td>
<td>25%</td>
</tr>
<tr>
<td>Female</td>
<td>19%</td>
<td>26 – 35</td>
<td>35%</td>
<td>P.G</td>
<td>35%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>36 – 45</td>
<td>15%</td>
<td>MPhil</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Above 45</td>
<td>36%</td>
<td>PhD</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Others</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td></td>
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</tbody>
</table>

XI. INTERPRETATION

From the above table (10.1) 81% of respondents are male and 19% of respondents are female. And 14% of respondents are come under the age of 25 years and 35% of respondents are come under the age of 26 to 35 years and so on. In educational qualification 25% of the respondents are completed U.G, 35% of them are completed P.G, 25% of them are having MPhil, 10% of them are completed PhD.

Below table depict the correlation between organizational citizenship behavior and various proportions of OC.

<table>
<thead>
<tr>
<th>Independent variable</th>
<th>Subordinate variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizational commitment point of correlation</td>
<td>Level of consequence</td>
</tr>
<tr>
<td>AC</td>
<td>0.85</td>
</tr>
<tr>
<td>CC</td>
<td>0.80</td>
</tr>
<tr>
<td>NC</td>
<td>0.79</td>
</tr>
</tbody>
</table>
Based on the hypothesis of the research there is a encouraging link among employees OCB and organisational commitment. From the above table the obtained (Sig < 0.001) significant level is below (α = 0.05). So the investigation is bolstered with hypothesis.

XII. CONCLUSION

This investigation presumes that there is an appropriate relationship among the factors of authoritative citizenship conduct and different extents of authoritative duty. Authoritative inclusion induce increment of an OCB. OC is impressively connected with certain parts of an OCB. people resolved to organization or association uncover more penance, prudence, and loyalty. Consequence of this investigation assign that there is a prominent connection among OCB and hierarchial responsibility. In future the looks into could assess result of initiative style, strengthening rehearses, and an OCB at the same time.

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AUTHORS PROFILE

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B. Shanmuga Priya, received her Ph.D degree awarded in Management Studies from Kalasalingam Academy of Research and Education in 2017. She has qualified UGC NET in management in 2010. She has attended several national/international conferences and has presented 3 papers in BITS Pilani, Pilani Campus, Rajasthan in 2015, International conference on Excellence in Research and Education, IIM INDORE, in 2013, and national level Doctoral Conference in Viswakarma Institute of management in 2011 in addition to that, presented many research papers. She has certified on Use of ICT in online and blended learning in education by IIT BOMAY. Impartus effective Utilization Award for Adapting video lecture capture and being the digital revolution in education by Impartus lecture capture solution, Bangalore in 2018. She has published 6 papers in International journal especially Singapore and Malaysia A-category journal. She has delivered lecture through video conferencing on Services quality dimension in Higher Education Institutions for Acharya B-School, Bangalore. She has received best faculty award by IARA in 2018 and A.P.J.Abdul Kalam Award in 2019.

At present he is working in malla reddy college of engineering as a Dean – MBA &EDC. He is specialized in Marketing Management and having more than 13 years of teaching experience and 2 years of industrial experience. I completed my Ph.D in Marketing specialization. He had published 29 research papers in International refereed Journals indexed in EBSCO and few in SCOPUS. He has received a few grants from DST, AICTE and Few Government agencies. He had published 8 papers in edited book with ISBN number. He had presented 21 papers in National conferences and 13 papers in International conferences. He had organized 4 faculty development program 28 workshops. and 7 conferences His area of interest is Consumer behavior, advertising and sales promotion, Services Marketing, Brand management and Rural marketing. He is a member of editorial board and referee in few international journals. He is a Member, Doctoral Committee of various Universities in Tamil Nadu, Karnataka and Maharashtra.

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Retrieval Number: E4581018520/20206BEIESP
DOI:10.35940/jirte.E4581.018520

Published By:
Blue Eyes Intelligence Engineering & Sciences Publication
1808