"A STUDY ORGANISATIONAL CITIZENSHIP BEHAVIOUR AMONG EMPLOYEES OF EAST WEST COLLEGE OF MANAGEMENT, BANGALORE"

Project submitted in partial fulfillment of the requirements for theaward of the Degree of

MASTER OF BUSINESS ADMINISTRATION

of

BANGALORE UNIVERSITY

By

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Under the guidance of

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Bangalore University

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I hereby declare that "*A Study Organisational Citizenship Behaviour Among Employees Of East West College of Management, Bangalore*" is the result of the project work carried out by me under the guidance of *Dr. D Sandhya* in partial fulfilment for the award of Masters Degree in Business Administration by Bangalore University.

I also declare that this project is the outcome of my own efforts and that it has not been submitted to any other university or Institute for the award of any other degree or Diploma or Certificate.

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DIRECTOR DECLARATION

To,

Canara Bank School of Management Studies,

Jnanabharathi campus,

Bangalore University

Respected Sir/ Madam,

As heads of East West College of Management, we hereby certify that the project work of **Mr. Muhammed Mukthar K P** bearing the **Reg. No: P03CT21M0108** of III semester MBA has been periodically monitored through the interim reports and there is no plagiarism in the project report.

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Finally, I convey my sincere regards and thankfulness to all those, who supported my journey.

Place: **Name:**

Date: **Register Number:**

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EXECUTIVE SUMMARY

Organizational citizenship behaviour (OCB) refers to voluntary and discretionary behaviours that an employee engages in, which are not part of their formal job responsibilities but benefit the organization. These behaviours can include helping colleagues, taking on extra tasks, and exhibiting organizational loyalty. OCB can be motivated by personal aspirations and can go beyond what is expected of an individual employee. OCB refers to voluntary behaviours that go beyond an employee's formal job description and benefit the organization. OCB can be motivated by personal aspirations, and there is no consensus on the dimensionality of this construct. OCB can have important consequences in the workplace, but there are also potential negative aspects to consider.

The first chapter includes the concept and history of OCB and provide an overview of how it works. Also outlined the importance of OCB in the current situation.

The second chapter contains a detailed description of the East West College of Management, its growth, history, vision and mission, organization structure, competitor profile, challenges, future plans, SWOC Analysis.

In third chapter, the methodology and techniques used in the research is explained. This includes research design. Statement of the problem, need of the study, scope of the study, objectives, sampling design, limitation of the study.

Fourth chapter provides and in-depth analysis of data collected during research. Using various statistical methods, data are analyzed and present the result in tables and graphs. An interpretation of the data is also provided to understand Organizational Citizenship Behavior among employees in EWCM, Bangalore.

Chapter 5 presents key findings of the research and offer suggestions for improving the OCB among employees. The project is concluded by summarising the key takeaways and outlining the implications of the research for the OCB in East West College of Management.

CHAPTER 1

INTRODUCTION AND INDUSTRY PROFILE

1.1 BACKGROUND

A person's organizational citizenship behaviour is their voluntary dedication to a group or business that is apart from their contractual obligations. From the late 1970s, organizational citizenship behaviour has been researched. The interest in these behaviours has significantly grown during the last three decades. These kinds of employee behaviours have significant effects at work since organizational behaviour has been connected to overall organizational success. Employees' individual, arbitrary acts that go outside the scope of their official job descriptions are known as organizational citizenship behaviours. Managers that are aware of the benefits and drawbacks of OCBs may support workers in making their best contributions to the business and preventing burnout. OCB is a fast emerging term that examines how and why employees positively contribute to their businesses outside of clearly defined work functions. The study of OCB asks fundamental issues about the conditions under which people "go above and beyond" in work. The effectiveness of a company as a whole has been related to organizational behaviour, therefore these kinds of employee actions have significant repercussions at work. In order to increase employee and employer capacity to optimise civic behaviour for mutual benefit, this briefing explores the literature to shed light on the precursors and supportive conditions for OCB. The upkeep of firms' social structures and employee positions within them depends more and more on employee civic behaviour. both on a global level how all companies are changing and a micro level how specific firms are evolving.

The father of OCB is typically regarded as Dennis Organ. According to Organ, OCB is "discretionary individual conduct that is not directly or openly acknowledged by the formal incentive system and that, taken as a whole, improves the successful running of the organization." Organ's definition of an OCB comprises three crucial elements that are fundamental to this concept: OCBs are viewed as discretionary behaviours that are not required of employees and are carried out out of personal choice. OCBs go above and above what is required by the job description and favourably impact the efficiency of the entire business.

The definition of OCB provided by Organ has also drawn a lot of controversy. The concept alone makes operational definition challenging. Opponents began to challenge the discretionary character of OCBs according to Organ's definition. In

response to objections, Organ adds that roles have become considerably more unclear since his initial definition of a job, moving away from a clearly defined set of activities and responsibilities. It is soon impossible to establish what is discretionary without a clear function.

Altruism and general compliance were initially suggested as the components of OCB by Smith, Organ, and Near. In distinct ways, these two factors help to increase organizational effectiveness. In the workplace, altruism primarily manifests as helpful acts. Both of these actions can be taken against people inside or outside the organization. Every instance of helpful action and a particular benefit to the organization are not correlated directly or one-to-one. The premise is that as workers' helpful behaviours accumulate over time, the business will eventually benefit from them. The company gains from general compliance behaviour in a number of different ways. Rule compliance and low absence rates contribute to the organization's smooth operation. A compliant worker abstains from actions like taking too many breaks or exploiting the workplace for personal affairs. The workforce is inherently more productive when these kinds of activities are reduced.

Subsequently, Organ dismantled the general compliance dimension and introduced new OCB dimensions. The five factors that emerged from this deconstruction are altruism, civility, conscientiousness, civic virtue, and sportsmanship. Altruism continues to be defined as arbitrary actions that have the impact of assisting a particular colleague with a task or issue that is pertinent to the organization. Consciousness is characterized by actions that go above and beyond what is necessary to fulfil a job in the organization. These actions show that staff members respect and follow the organization's policies, rules, and processes.

Civic virtue is exhibited through actions that show a person's genuine care and interest in the operation of the company. Positive engagement in the issues facing the organization is also included in this dimension. Daily activities like attending meetings and being current on the organization's overall happenings are examples of civic virtue. By defending the organization's principles and procedures when they are criticized by an outside source, civic virtue may also be displayed on a bigger scale.

According to one definition, courtesy refers to optional actions that are intended to avoid confrontations with other people at work. This dimension is a type of helpful

behaviour, but it strives to stop issues before they start. Moreover, it incorporates the phrase's literal meaning, which is to be kind and thoughtful of others. Making additional copies of the meeting agenda for your coworkers, asking coworkers if they would like coffee while you fetch one for yourself, and giving a coworker plenty of notice when you make changes that may effect them are all examples of being polite.

According to one definition of sportsmanship, it is the willingness of an employee to put up with less-than-ideal organizational conditions without whining or exaggerating issues. Even if an employee does not like or concur with the changes taking place inside the company, Organ further defines sportsmanship as the "capacity to roll with the punches" Sportsmanship saves time and effort by lowering the amount of employee grievances that managers have to handle.

The aforementioned elements are the most reliable and unique elements in evaluating OCB, according to empirical evidence. Le Pine, Erez, and Johnson discovered that these five characteristics are highly associated and do not significantly differ among antecedents in a meta-analysis of the OCB literature, showing considerable overlap in the dimensions. Early investigations on the causes of OCB centred on the attitudes, tendencies, and leadership support of employees. The antecedents of OCB have lately been studied using a wide range of various factors. Job satisfaction, views of organizational fairness, organizational commitment, personality traits, task traits, and leadership behaviour are often researched antecedents of OCB. Both the aggregate and individual OCB values of these antecedents have been examined.

Job happiness is one of the OCB antecedents that makes the most sense. In their meta-analysis of 28 research, Organ and Ryan discovered a slight correlation between work satisfaction and OCB. Compared to the association between work happiness and in-role performance, this one was greater. It is discovered that OCB correlates with other attitude variables, such as perceived justice, organizational commitment, and leader supportiveness, roughly at the same rate as satisfaction.

Conscientiousness, agreeableness, and positive and negative affectivity are the personality traits that have the strongest evidence as antecedents of OCB. The general compliance component of OCB has been found to have a high association with

conscientiousness in particular. Yet, it has also been shown that personality tests are less effective in predicting OCB than attitudinal tests are.

Altruism, courtesies, conscientiousness, sportsmanship, and civic virtue are found to be strongly correlated with task qualities including feedback, routinization, and intrinsic satisfaction. Task feedback and intrinsic pleasure were shown to have positive correlations with OCB, but task routinization was found to have negative associations with OCB. Even though it has been discovered that task features can predict OCB, there is still disagreement over whether this is a direct influence or a link that is mediated by work satisfaction.

Williams and Anderson suggested a new structure for the OCB build. Depending on whom the actions were directed against, they classified the OCB dimensions into two separate categories. Individual organizational citizenship behaviour includes actions taken with regard to coworkers, whereas organizational citizenship behavior-organizational includes actions taken with regard to the organization as a whole. As these behaviours are directed against other workers, they come under the category of OCBIs. Being actions meant to promote the organization, conscientiousness, civic virtue, and sportsmanship can all be categorised as OCBOs. These parameters are frequently utilised in research on organizational behaviour.

1.2 INDUSTRY PROFILE

An organization's interactions with its clients are facilitated by the work of its service business workers. By keeping the promises given to the client, such actions seek to keep their loyalty. These actions are essential to creating productive working connections with clients. Because they are the ones ultimately in charge of delivering a high-quality service that lives up to consumers' expectations, an organization's workers are crucial for assuring success in this area. Customer loyalty is influenced by the service providers' abilities, attitudes, and the tools and other resources they have at their disposal. The definition of a certain individual behaviour that is thought to contribute to the long-term success of the service organization and was previously disregarded when evaluating employee performance has been a typical goal of OCB.

1.2.1 GLOBAL PERSPECTIVE

The term "organizational citizenship behaviour" refers to members' voluntary, non-mandatory contributions to the organizations in which they work. Research suggests that these contributions have a stronger correlation with job satisfaction than do productivity levels in essential job functions. Additional evidence indicates that personality, rather than job productivity, is more likely to predict such discretionary actions. Several typologies and dimensions of OCB have been proposed, but the most condensed structure consists of two main dimensions, approximately equivalent to discretionary degrees of conformance to organizational regulations and discretionary levels of aid and support for specific people. The idea that OCB at the unit level does, in fact, predict various organizational success metrics is supported by compelling data. There are signs that the structure of what is seen as OCB differs considerably among cultures, according to cross-cultural study in OCB, which has started and is moving forward at an accelerated rate. Moreover, certain planned OCB forms or levels may prove dysfunctional for the company, the individual, or both.

There is also the unfavourable misconception that older employees are more reliable, honest, and trustworthy than younger employees. The idea that older workers exhibit higher levels of organizational citizenship behaviours and lower levels of counterproductive work behaviours in comparison to younger workers is a plausible expression of this favourable stereotype. Helping a coworker is an example of an organizational citizenship behaviour, whereas counterproductive work behaviours are actions that are taken with the goal to hurt the company, such as stealing or using improper language. This favourable stereotype is at least partially supported by meta-analytic data. Although the difference is quite tiny, older employees and those who have been with the company for a longer period of time tend to exhibit slightly greater levels of organizational citizenship behaviour and lower levels of counterproductive work behaviour than their younger counterparts. It is significant to note that, with chronological age accounting for more than 4% of the variance, a greater association was established between organizational citizenship behaviour targeted towards tasks, such as putting in additional effort on the job. As comparison to younger employees, elder workers are therefore more inclined to keep trying hard to enhance individual or group performance. Moreover, meta-analytic data indicate that there is no association

between job tenure and unproductive work behaviours and that there is a positive relationship between job tenure and organizational citizenship behaviors.

There are moderators of the link between organizational tenure and organizational citizenship behaviour as well as between chronological age and counterproductive work conduct. Recent studies have indicated that people over 40 had the largest negative correlation between chronological age and unproductive work practises, whereas those under 25 have the weakest correlation. Also, meta-analytic findings indicate that younger workers have a greater association between organizational tenure and organizational citizenship activity than older workers do. The organizational tenure-organizational citizenship behaviour association may be curvilinear in character, according to meta-analytic research. In particular, meta-analytic research indicates that the association between organizational tenure and organizational citizenship behaviour is much stronger for organizational tenures of 0–3 years compared to 3-6, 7–10, 11–14, and greater than 14.

In conclusion, there appears to be a negligible positive association between organizational citizenship actions and three conceptualizations of age. It is hard to discern whether organizational tenure or age is directly driving the moderation given that the organizational tenure-organizational citizenship behaviour association is higher at both younger ages and lower levels of employment duration. Yet, it is more plausible that years of tenure moderates the association between organizational tenure and organizational citizenship behaviours to the extent that they may boost one's chances of getting promoted or obtaining other favourable workplace outcomes.

1.2.2 NATIONAL PERSPECTIVE

India had significant industry development following deregulation in 1991. To develop them and survive in the extremely competitive corporate world, Indian companies have also made quick progress in combining with and purchasing international firms. During the past 20 years, there has been a significant shift in both the workplace culture and the thinking of the populace. The quality of local items has increased as a result of the entry of international goods. The way of life has also seen a significant change since the pre-liberalization era. So, the global changes that are taking

place are crucial and driving firms to adapt. The first stage in a logical change process, which entails getting an organization from "here" to "there," for the change agent operating within a standard organizational development framework, is to describe culture. The description of culture is also a crucial component of the transformation process itself for the practitioner who approaches their job from a complex or living systems perspective.

1.2.3 REGIONAL PERSPECTIVE

The globalisation of India has been greatly aided by the Indian information technology sector. India has become a significant hub for outsourcing and a knowledge-based economy thanks in large part to the IT sector. In terms of size and rate of expansion, the IT sector in India has been the second biggest. A move in the service mix towards higher value services like business analytics, knowledge process outsourcing, including legal services, etc., is anticipated to be the primary driver of the segment's growth over the next five years. For businesses wishing to offshore their back-office and IT tasks, India is a top choice. When examined in conjunction with the business climate it provides and the availability of competent workers, it also maintains its low-cost edge and is a place that is financially appealing. Bangalore produces 33% of Indian IT exports and is frequently referred to as the Silicon Valley of India. Bangalore serves as the home base for several SEI-CMM firms worldwide as well as the second and third largest software companies in India (Software Engineering Institute Capability Maturity Model)

CHAPTER 2

COMPANY PROFILE

2.1 HISTORY

East West College of Management Established in 1998, affiliated to Bangalore University, affiliated to the University of Mysore, and approved by the All India Council for Technical Education (AICTE), the Research & Development Centre offers intensive 3-year undergraduate and 2-year postgraduate programmes leading to the degrees of BBA, BBA (Avn), BVA, B.com, B.com, BCA, MBA, MCA, and M.Com. The program's vision is to produce business leaders who will be the forerunners of the new technological culture EWCM's goal is to develop the intellectual capital of tomorrow's corporate leaders via the development of their capacity for proactive leadership, risk management, and decision-making as well as their sense of teamwork.

The undergraduate and graduate programmes mirror the global business by fusing the most recent management theory with the useful abilities demanded by contemporary companies. The students will graduate with a strong foundation in computers, commerce, human resources, finance, and marketing as well as the practical skills to support their knowledge in the workplace and become industry ready thanks to intense and demanding programmes. All of the faculties have been educating future leaders who have shaped the practise of business in various fields of industry and management for more than ten years. To do this, they have tapped into their enthusiasm for teaching, their experience working with organizations across the country, and their research based insights.

The EWCM has a fully automated library with high-quality books, periodicals, encyclopaedias, and access to online journals like EBSCO, as well as a research lab where students may learn about the realities of running a business and have opportunity to experiment. To conduct study on topics of their own interest, research facilities will be established. Students get the information necessary for employment in a variety of

areas in global organizations and corporate settings through industrial tours and workshops. All of these tools support the students in becoming effective and successful managers. Interdisciplinary Management Fests, Seminars, FDP, SDP, Case Study presentations, Group Discussions, National Conferences, and Guest Lectures are held by the Forum of Leadership Acumen & Management Excellence (FLAME). There are seven subforums inside the forum, including the English Forum, Publishing Forum, Finance Forum, Marketing Forum, HR Forum, Foreign Language Forum, and Systems Forum. Under each forum, activities would be held to close the knowledge gap between academia and industry and improve students' employability.

In addition to hosting Intercollegiate Management Fests, Seminars, FDP, SDP, MDP, Case Study presentations, Group Discussions, National Conferences, and Guest Lectures, the Research and Knowledge Resource Center (RKRC) also has an internal quality assurance cell (IQAC). The IQAC contains seven subforums, including those for commerce, computers, publications, finance, marketing, human resources, languages, and systems. Under each forum, activities would be held to close the knowledge gap between academia and industry and improve students' employability. There is a mentorship programme for students in which a faculty member is assigned to serve as each student's mentor. Eminent scientists, educators, industrialists, and other resource people provide guest lectures. The students will be encouraged to plan seminars, quizzes, and many other such events in order to strengthen their leadership skills. These programmes would provide incentives for producing high student test scores, writing textbooks, publishing research articles, offering business training, and doing industrial consulting and research. Parents will be informed of their children's academic progress. Periodically, there are meetings for parents, students, and staff. To monitor the student's progress, a parents' meeting would be scheduled. By putting the students' personal growth at the centre of the programme, the knowledgeable and energetic faculty concentrate on helping them develop their people and leadership skills while continually collaborating with them to help them realise their dream of becoming an inspirational business leader. It draws the brightest and greatest minds from all over the world because it is intense, stimulating, and tailored to the needs of global business. incredibly powerful global and lifelong alumni network.

A prestigious faculty has supported the creation of an exclusive cultural academy to investigate and uncover the hidden talents in music and culture. The school

has a state-of-the-art gym with the newest equipment and a well-trained gym instructor as an added benefit for the students. An exceptional multi-floor sports facility is equipped with the necessary equipment for both indoor and outdoor sports. The teachers that conduct the physical instruction are highly skilled and experienced. In order to accommodate both educational and extracurricular activities, a sizable playground with an international level cricket field is given. The EWCM is dedicated to enhancing the general wellness of the student body and works tirelessly in this direction.

2.2 VISION AND MISSION

VISSION

To become a leader in management education and research by offering students cutting-edge facilities that will help them develop into versatile thinkers, global contributors, and achievers.

MISSION

- To assist society and elevate educational standards by offering research-based programmes, training and development services, and model-based curricula.
- As a responsible educational institution, to create managers and business owners by offering amenities such a library, labs, seminar room, soft and hard skills, and so on.
- To provide professional courses with added value to our students in order to educate and empower them to become productive members of society through a value-based, model-based, and outcome-based educational system.
- Through sparking ideas to address difficulties, we hope to attain academic excellence, professionalism, leadership abilities, and competency while preparing students to become future business leaders.
- To develop students' leadership abilities by providing them with the best possible education and innovative and effective communication techniques so they can meet the challenges of the future.

2.3 ORGANIZATIONAL STRUCTURE OF EWCM

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                    ┌─────────────────┐
                    │   CHAIPERSON    │
                    └─────────────────┘
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                    ┌─────────────────┐
                    │   EXICUTIVE     │
                    │   DIRECTOR      │
                    └─────────────────┘
                            ↓
                    ┌─────────────────┐
                    │    DIRECTOR     │
                    └─────────────────┘
                            ↓
                    ┌─────────────────┐
                    │    PRINCIPAL    │
                    └─────────────────┘
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ACADEMIC	ADMINISTRATIVE
DEPARTMENT OF MANAGEMENT	ACCOUNTS DEPARTMENT
DEPARTMENT OF COMMERCE	LAISON OFFICER
DEPARTMENT OF COMPUTER SCIENCE	C A
DEPARTMENT OF LANGUAGE	OFFICE STAFF
	ATTENDENCE AGENT
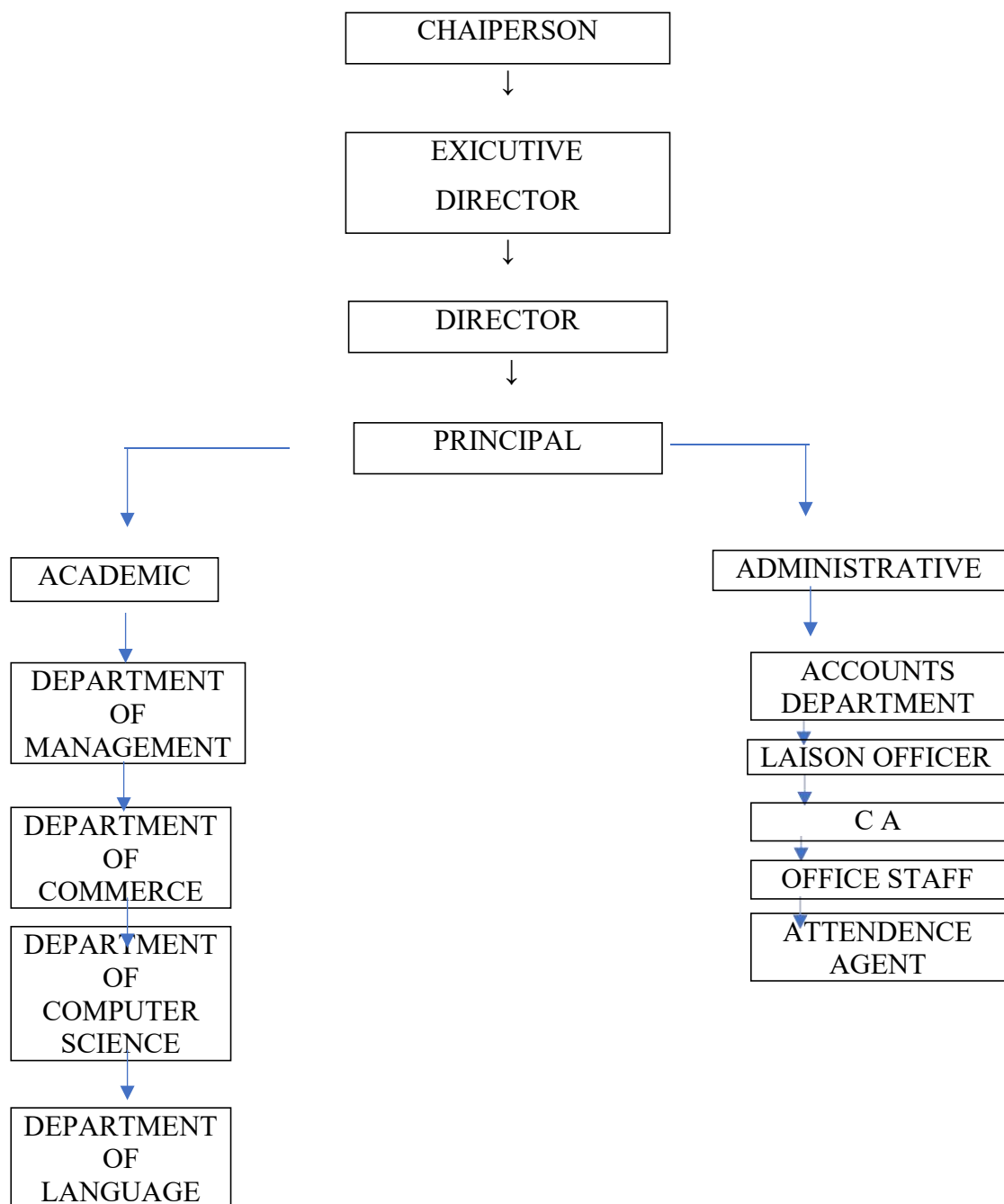
2.4 SERVICE PROFILE OF EWCM

➢ Writing and tutoring services

Writing centres often provide some assistance with grammar, essay organization, and referencing sources. Tutoring centers can assist you with things other than English, such course material for a particular discipline. Some provide discussion groups for English as a Second Language (ESL) to aid in English proficiency. EWCM's primary function is to improve linguistic efficiency.

➢ Counselling

Your capacity to achieve might be impacted by personal problems, a lack of purpose in your profession, and ineffective study techniques. To improve your ability to concentrate on school and your academics, EWCM Counselors may help you build study skills and support you in resolving personal issues.

➢ Accessibility Services

Your academic performance may be impacted if you have a handicap that has been officially identified or are suspected of having one. The EWCM's disability services can provide you accommodations to lessen any obstacles you might encounter as a result of your handicap.

➢ Financial Support

The Financial Assistance office can help you with the cost of your education. Student loans, bursaries, and scholarships are all forms of financial help. EWCM also provides loans or bursaries for emergencies.

➢ Food court and cafeteria

There are distinct areas in the large food court for staff, students, and women. For the convenience of the students and workers on campus, there are large spaces with seating and standing amenities. The cafeteria offers a variety of

cuisines to cater to the diverse student body. The cafeteria is equipped with ample serving stations, hygienic conditions, and sufficient water facilities to suit the demands of everyone. In addition to the dining zone, there are cool corner kiosks and open-air snack joints on campus.

- ➢ Knowledge Resource Center and Library

  The completely automated library satisfies all requirements, demands, and obligations made by the Institute's personnel and students. One of the best libraries in the country is situated at the Institute in a spacious structure with all the amenities. Its extensive collection of books and titles on the shelves meets the curriculum requirements of postgraduate students. The majority of the books have bar codes. Reference resources, including many major and recent periodicals in print, are also available in digital form. Internet, CD-ROMs, multimedia workstations, and other electronic databases are all accessible through the computer network.

- ➢ Boys Hostel

  provides students with a great, contemporary place to stay so they can study and live peacefully. Easy access to sanitary and delicious meals is made possible by the on-site food zone and mess located inside the hostel building. Students from remote areas receive accommodations first. The hostel is equipped with personal water coolers, telephones, Televisions, heating systems, washing machines, and other amenities. Students won't have any problems throughout their stay because to the power producing systems that are in place.

- ➢ Power-generating apparatus

  Offering students with high-quality, contemporary housing that allows them to study and live comfortably Easy access to sanitary and delicious meals is made possible by the on-site food zone and mess located inside the hostel building. Students from remote areas receive accommodations first. The hostel is equipped with personal water coolers, telephones, Televisions, heating systems,

washing machines, and other amenities. Students won't have any problems throughout their stay because to the power producing systems that are in place.

➤ Facilities For Sports And Games

With sports and games facilities, competent coaches and trainers can take care of the physical wellness of the students. For sports fans and sporty students, the campus features, among other things, basketball and football facilities. Our students take part in all significant competitions, representing the college in various sporting and competitive activities.

➤ Facilities for the Advancement of Music and Culture

In order to promote, teach, and practise music (Classical & Western), dance, etc. at our institution is an attraction and encouragement to the students, an exclusive "Cultural Academy" under the leadership of a trained faculty has been commissioned. This is done with the understanding that music is the motivational medicine and mantra to the minds and soul of the human kind.

2.5 COMPETITOR PROFILE AND ANALYSIS

2.5.1 Acharya Bangalore Business School

Acharya Bangalore B School (ABBS), which was founded in 2008, has earned a "A" rating in both of its NAAC accreditation cycles, as well as two cycles of NBA accreditation for its MBA programme and IACBE global certification. With its accreditations and rankings, ABBS represents the Leading Business School in Bangalore. Our Bangalore business school instructs students on how to succeed in a company that is led by a team rather than a single individual. We recognise that it takes many hands and minds to bear a weight and prevail over the competition, thus our graduates are inspired to work together. Dr. B. Vijay Pal Reddy, the organization's current chairman, created the institution, which is based in Bangalore. Bangalore University is connected with ABBS, a privately owned institution.

2.5.2 Koshys Group Of Institutions

A prestigious institution in management and commerce education with ISO certification and NAAC accreditation, Koshy's Institute of Management Studies has been providing top-notch instruction to students for more than 15 years. It fosters excellence in management, research, innovation, entrepreneurship, and leadership with a holistic approach. One step is all it takes to go a thousand miles. Since its founding in 2003, Koshy's Institute of Management Studies has served as a home to more than 1000 students annually from over 12 different nations and 19 different states.

2.5.3 Global Academy Of Technology

In Bangalore, India's Technology hub, the National Education Foundation (NEF) was founded in the year 2000. The Foundation's main goal is to provide for students across the nation from Elementary to Postgraduate Education in all disciplines. National Hill View Public School (NHVPS), Global College of Nursing (GCN), and Global Academy of Technology (GAT), which provide engineering, postgraduate MBA, MTech, M.Sc. engineering, and Ph.D. programmes, are among the educational institutions that make up NEF. At Raja Rajeshwari Nagar, The Global Academy of Technology boasts a lush 10-acre campus. Modern labs, lecture rooms, an auditorium, an up-to-date library with volumes of suggested and reference books as well as e-journals, and well-equipped computer facilities are all available at GAT. High-speed Wi-Fi is available twenty-four hours a day at GAT, and a web-based CMS is available for video streaming, which is essential to education. To maintain the ideal environment for academics, a specialised maintenance staff is present on campus. Global Academy of Technology, a premier educational institution in the fields of - and Science, provides an M.Sc. programme. It was founded in the city of Karnataka in 2001 to offer education and skills via a curriculum that emphasised science technology. The institution seeks to provide students with the tools they need to succeed in the fields of Technology and Science through well-designed full-time diploma programmes. The Institute provides 9 PG Degrees and 11 UG Degrees. Its faculty members are experts and practitioners in their disciplines. The spread of education and training, along with a strong emphasis on research and development, enables students to stay ahead of the competition by gaining the most recent information about the sector. The cost of the courses ranges from INR

116,940 to INR 654,992. It provides M.Sc., B.E./B. Tech, M.E./MTech, and MBA/PGDM programmes.

2.5.4 East Point Group Of Institutions

East Point Group of Institutions is a renowned organization that provides top-notch education in a variety of fields including Humanities, Arts, Science, Health Sciences, Pharma Sciences, Medical Sciences, and Higher Education. It is located in East Bangalore. The Group, which was established in 1998 and operates under the name MG Charitable Trust, is dedicated to advancing the social, cultural, and educational goals of all societal segments. In East Bangalore, the East Point Group of Institutions (EPGI) is the most popular choice for quality higher education. Under the auspices of the MG Charitable Trust, the late educationist and philanthropist Dr. SM Venkatpathi founded EPGI in 1997. EPGI is dedicated to advancing young ambitions in the fields of technology, science, business, health, and social welfare.

The East Point campus in Jnana Prabha is a multidisciplinary campus that houses educational institutions for the medical, health, engineering, commerce, management, and science fields. It has a first-rate infrastructure, including 40 or more state-of-the-art technology labs and a super specialty East Point Hospital, all on a campus that is over 90 acres in size and is surrounded by lush greenery and other tranquil elements. With 7000+ students from all over India and beyond on one campus from kindergarten to PhD, East Point is a distinctive learning environment with more than 450 staff members. The 44 undergraduate, graduate, and diploma courses offered by the East Point Group of Institutions (EPGI) span the fields of engineering,

management, pharmacy, nursing, physiotherapy, paramedical sciences, and computer applications. Merit-based or entrance exam-based admission is available for several of EPGI's courses. Both online and offline applications are accepted at EPGI.

2.5.5 RR Group of Institutions

The Trust was established in 1993 at the request of PKMET, beginning a glorious journey of 27 years. Under the auspices of R R Institutions, the Trust has established a number of educational institutions and offers a wide range of courses in engineering, management, nursing, pharmacy, polytechnic, architecture, pre-university, education, allied and para-medical sciences. The R R Institutions is situated on a large, lush campus that spans 27 acres of land, has a wonderful atmosphere, and is conveniently reachable by road, train, metro, and air. The institution's cutting-edge construction provides a favourable atmosphere for exploring higher education, enhancing personal development, and growing into greater versions of oneself. As a result, R R Institutions' motto is "Explore, Enrich, and Evolve." The R R Institutions is situated on a large, lush campus that spans 27 acres of land, has a wonderful atmosphere, and is conveniently reachable by road, train, metro, and air. The institution's cutting-edge construction provides a favourable atmosphere for exploring higher education, enhancing personal development, and growing into greater versions of oneself. As a result, R R Institutions' motto is "Explore, Enrich, and Evolve." The honourable chairman of R R Institutions is inspired by a humanitarian vision and

mission and thinks education should free and make people self-sufficient. Innovation, dedication, passion, and integrity are the driving forces behind R R Institutions. The institution takes pride in its internal quality delivery monitoring system, which guarantees top-notch results, and its highly qualified, dedicated, and experienced teaching staff, who make sure that each student will experience the journey of discovering, enlarging, and evolving into enlightened humans.

2.6 MILESTONE AND ACHIEVEMENTS

- ➢ NAAC Accredited
- ➢ Approved by UGC
- ➢ Approved by AICTE

2.7 CURRENT CHALLENGES

- ➢ Increased competition
- ➢ Lack of Research and Innovation
- ➢ Lack of Indigenous Reference Material
- ➢ Lack of Industry Linked Training and Mentorship
- ➢ Quality and Development of Faculty
- ➢ Selection Process of Students
- ➢ Ignorance of Business Ethics

2.8 SWOC ANALYSIS

The SWOC study calls for the institution's attention in order to favourably reshape the college's planning procedures.

EWCM

Strengths

- ➢ Qualified, experienced and dedicated teaching faculty with good retention ratio.

- ➢ Laboratories with State-of-the-Art equipment and modern software tools.

- ➢ Faculty contributing in design development and implementation of curriculum in Board of Studies of an Affiliating University.

- ➢ Effective use of ICT in teaching learning process.

- ➢ Student centric functioning with mentoring, counselling through teachers and Effective academic monitoring.

- ➢ Professional Society Chapters in every department.

- ➢ Safe and Secured Environment for girl students.

Weaknesses

- ➢ Less Industry – Institute interaction.

- ➢ Moderate Placement ratio.

- ➢ Institute lacks in revenue generation.

- ➢ Less student pursuing higher education.

- ➢ Involvement of Alumni at Institute level is less.

Opportunities

- ➢ To arrange a greater number of FDPs /STTPS/ National Level /International Level conferences.

- ➢ To arrange specialized Training programs by the faculty.

- ➢ Scope for interdisciplinary and sponsored projects.

- ➢ Scope for improvement of digital literacy amongst women.

EWCM

Challenges

- ➢ Strengthen Industry-Institute Interaction.

- ➢ More placements in core companies.

- ➢ Encouraging students for competitive examinations and higher studies.

- ➢ Networking and strengthening relationship with stakeholders.

- ➢ More focus on Industrial training for faculty and students.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF PROBLEM

The East West College of Management Bangalore workers' corporate citizenship behaviour is described in this study. It focuses on organizational behaviour and examines how organizational structure, as well as individual, interpersonal, and collective behaviour, affects behaviour. The focus will be on managerial responsibilities, the historical development of management, ethics, and conduct in cross-cultural settings.

Every individual joins organizations with the hopes that they would be able to meet their requirements and help them develop both professionally and personally. In the beginning and early phases of their work in the company, it is impossible to expect OCB. Every employee must first learn to adjust to a variety of problems, issues, and obstacles; but, after some time in the firm, they learn to deal with these difficulties and get accustomed to their workplace. It demonstrates that staying in a company for a long time boosts productivity, and experienced workers typically display organizational citizenship behaviour. Nonetheless, it is crucial to comprehend how employees behave at work and how to train college and university instructors to exhibit organizational citizenship conduct. Understanding the scope and gravity of organizational citizenship behaviour is a difficult assignment for every firm.

3.2 NEED OF THE STUDY

Knowing the organizational citizenship behavior of the East West College of Management staff in Bangalore calls for more research. Here is a list of concepts: - It is crucial to understand how employees behave and perform in the EWCM in order to inspire them and keep them connected to one another.

To research the job satisfaction and performance reviews of workers

3.3 SCOPE OF THE STUDY

In corporations, good corporate citizenship is crucial. Corporate citizenship may be incredibly beneficial to businesses, and it can boost output and provide them a

competitive edge. Although though less research is conducted to study OCB among EWCM personnel, it is just as significant as that conducted among corporate employees. To assist colleges in focusing on these elements to improve the performance of their instructors, it is important to comprehend the presence of OCB and the dimensions measuring the same. A college professor has one of the finest jobs and the most freedoms. Teachers' conduct with students, coworkers, parents, and the organization is influenced by their commitment to or citizenship behaviour since it also requires greater interpersonal skills. This will speak to the college's efficient operation. Understanding the strategies that improve instructors' effectiveness is so crucial. The study clearly explains the differences in OCB as indicated by various types of colleges and the aspects that schools may focus on to improve the OCB of their professors. The performance of the students and the institution's reputation as a whole may then be affected by this.

3.4 A REVIEW OF LITERATURE

Review of literature using secondary sources In order to demonstrate the study's significance, a review of the literature was included by citing many publications and research done by various individuals. The next paragraphs provide a review of a few significant research articles.

A. Widarko, M. K. Anwarodin, (2022). Organizational Citizenship Behavior: The Effects of Work Motivation and Organizational Culture on Work Performance. Work Motivation and the Impact of Organizational Culture on Work Performance are review factors. This study aimed to examine how organizational culture, organizational citizenship behaviour, and job motivation affected the performance of government servants. 236 ASN respondents from the Indonesian province of East Java's Blitar Regency make up the sample. An existing region is sampled using the stratified proportional random sampling technique, which entails choosing samples of increasingly smaller or larger sizes. It is then determined using Random Sampling and the Slovin Formula. The study found that OCB is directly impacted by motivation. Because of their mentality of working harder than other workers as a sign of their sense

of duty, people with strong intrinsic motivation have a higher influence on OCB. OCB is not directly impacted by organizational culture. Performance is influenced by motivation directly. Organizational citizenship conduct directly influences ASN performance. The OCB's ability to mediate the impact of organizational culture on performance falls short of being totally effective. The study's findings are consistent with its theoretical predictions, namely that increased work behaviour will arise from better OCB and strong employee work motivation. In addition, management can utilise a mix of variables to profit from the findings of this study from a managerial perspective.

Dollard, M. F., and Taris, T. (2022) In addition to safeguarding workers' mental health, the psychosocial safety atmosphere may also be seen as a context variable that influences employee work motivation. This study investigates how PSC impacts several components of motivational functioning at work. We anticipated that PSC would have a positive relationship with wellbeing-related outcomes, that this relationship would be mediated by job resources and job crafting, and that this relationship would be seen at both the individual and team levels. At two Chinese hospitals, 963 medical professionals from 66 work units provided the data for the multilevel mediation analysis. At the individual level, there were notable effects of PSC via individual resources on individual crafting, PSC through individual crafting on work engagement, and PSC through individual crafting on organisational commitment. At the team level, team resources and team crafting were related to average team work engagement and organisational commitment; PSC was related to team crafting through team resources, and PSC's indirect effects on average work engagement and organizational commitment through team crafting were significant.

Putra, A. H. P. K., Azizah, F. D., and Nur, A. (2022). Impulsive Purchasing: Application of the Technological Acceptance Model to Online Purchase Choices. E-commerce, irrational purchasing, buying decisions, and the technology acceptance model are the review's factors. The purpose of this study is to ascertain the effect of integrating the Information System Technology Acceptance Model in supporting the propensity to utilise apps and impulse purchasing behaviour on purchase decisions

made through Shopee E-Commerce. Research methodology used in this study is quantitative. In this study, questionnaire preliminary data and secondary data were the main data sources. In the city of Makassar, this study was carried out. An infinite sample of 315 respondents who were Makassar City students was used to create the population for this study. Data analysis employed the partial least squares hypothesis submission, direct effect test, R-square test, reliability test, validity test, and reliability test. The findings of this study show that the Buy Decision variable is significantly and favourably impacted by the Technological Acceptance Model variable. Similarly, the purchase choice variable is positively and significantly impacted by the impulsive buying behaviour variable. The dominating category of class I includes the link between these variables. The TAM's impact on impulsive purchasing behaviour is thus included in the main class II type. Theoretical and managerial ramifications of this study show that the TAM and impulsive buying behaviour can enhance purchasing decisions.

P Padave and k Chande (2021) An empirical study on workers' organizational commitment in the Indian hotel industry provided the following review's variables: devotion to the organization The management of human resources, motivation, the work environment, domestic air travel, and the sophisticated technical development in the Indian tourist society all contribute to the expansion of the hotel industry. The rise of commercial hotel chains like the Taj Group of Hotels, ITC Group of Hotels, and Ashok Group helped the Indian industry make significant strides. The expansion and development of the Indian hotel industry is a result of the expansion and development of human resources management and the procedures that support it in Indian hotels, which paves the way for higher performance. In this light, this study article aims to provide an overview and analysis of the organizational commitment of workers in the Indian hotel industry.

Luu T T (2020) The responsibilities of job design and human resource flexibility in connecting genuine leadership to salespeople's service effectiveness. Organizations should feed sales staff members' desire to assist clients and fully rectify service failures if they want to develop sustained service excellence. The main goal of our research is

to examine how authentic leadership influences sales workers' service recovery performance and corporate citizenship behaviour. Employees and managers from Vietnam-based pharmaceutical businesses' sales divisions made up the respondents for our surveys. The data analyses provided support for the beneficial associations between genuine leadership and customer-focused OCB as well as service recovery performance in a business-to-business setting. The relationships between genuine leadership and performance in service recovery and customer-focused OCB were mediated by job crafting. The impact of genuine leadership on work crafting among sales people was also shown to be moderated by human resource flexibility.

Fehe, R., Welsh, D., W., and Vaulont, M. (2019) The origins and effects of immoral pro-organizational behaviour: The part played by moral dissociation In this essay, we examine the causes and effects of employees' immoral pro-organizational conduct through the prism of moral decoupling, a process of moral reasoning in which people dissociate their morality judgements from their performance views. Secondly, we contend that when workers observe their superiors engaging in moral decoupling and believe that their superiors support it, employees become more engaged in UPBs. Second, we contend that moral decoupling among supervisors is a necessary condition for a favourable relationship between workers' UPBs and job performance ratings. We put these theories to the test in two experimental investigations and a field sample of supervisor-employee dyads. These many studies emphasise.

Martinez and Matet (2019) Employee performance under transformational leadership: The need of proactive personality, engagement, and identification This study explores the underlying processes and boundary circumstances that account for the link between the performance of frontline staff members and transformative leadership. It focuses on how organizational identity and work engagement mediate the link between transformational leadership, job performance, and organization-directed citizenship behaviours. It also investigates if proactive personality influences how identification and engagement are affected by transformative leadership. Using partial least square regression, data from 323 front-line hotel employees were examined. According to the findings, engagement only partially mediators the association between

transformational leadership and job performance, while identification and engagement fully mediate the relationship between organizational citizenship behaviours and transformational leadership. Findings show a sequential mediation impact of employee performance on identification and engagement. The research also demonstrates that a proactive personality enhances the impact of leadership on identification and engagement. The research gives hotel management knowledge on the causes of the conditions that influence employee performance.

Y, Roth, and Yaakobi (2018) Workers' perceptions of legitimacy in authority as a mediating factor between supervisor motivating behaviours and worker results is known as motivating deference. The two research discussed here look at how much perceived legitimacy of authority mediates the link between supervisors' motivational behaviours and subordinates' results in work-related activities. In light of the self-determination theory, we looked at two supervisory motivating styles: the autonomy-supportive style, which cultivates employees' internal motivational resources, and the controlling style, in which managers put pressure on their staff to act in predetermined ways. According to the Relational Model of Authority, perceived authority legitimacy was defined. The findings of Research 1 demonstrated that, via legitimacy, the autonomy-supportive motivating style was connected with workers' job satisfaction, commitment, and burnout, but not the controlling style. Even after adjusting for task-autonomous and controlled motivation, these findings were confirmed in Study 2, and they also applied to other reported employee behavioural outcomes such organizational citizenship conduct, deviant behaviour, and workplace disputes. Considering the data as a whole, it is possible that the autonomy-supportive motivational style's success is at least in part a result of its link to volitional obedience to authority. The theoretical implications of combining SDT with RMA and the practical ramifications of the findings are covered in the paper's conclusion.

3.5 OBJECTIVES OF THE STUDY

The following goals were pursued with this investigation.

> ➢ To assess the level of each OCB component among EWCM workers,
> ➢ To gauge the extent of organizational citizenship behaviour,
> ➢ To comprehend the consequences of organizational citizenship behaviour, and
> ➢ To provide recommendations based on research findings.

3.6 RESEARCH METHODOLOGY

The EWCM teaching faculty is polled for data using a straightforward, closed-ended questionnaire. 26 EWCM teaching staff members will get a questionnaire.

3.7 DATA COLLECTION

PRIMARY DATA

The East West College of Management staff will get a short, closed-ended questionnaire.

3.8 DESIGN OF SAMPLES

3.8.1 SELECTION METHOD

simple random sampling technique

3.8.2 SAMLING FRAME

The East West College of Management staff members will provide their replies.

3.8.3 SMALL SAMPLING SIZE

The study's sample size was 26.

3.9 LIMITATION OF STUDY

The respondents were workers and professors at the EWCM college, and they were always busy with their schedules, which made it difficult to complete the questionnaire and perform the interview. It was shown that the majority of respondents were unaware with the idea of OCB. Most survey participants were unwilling to share their demographic information. The only college data gathered is EWCM.

3.10 THE CHAPTER SCHEME

- ➢ Chapter 1 Introduction and industry profile
- ➢ Chapter 2 Company profile
- ➢ Chapter 3 Research design /methodology
- ➢ Chapter 4 Data analysis and interpretation
- ➢ Chapter 5 Findings, conclusions and recommendations

CHAPTER 4
DATA ANALYSIS & INTERPRETATION

4.1 AGE OF RESPONDENT

Table: 4.1

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Between 18-25	13	52%
2	Between 26-30	6	24%
3	Between 31-50	4	16%
4	51 and above	2	8%
5	**TOTAL**	**25**	**100%**

Analysis:

The above table 4.1 shows that age of respondents. The age of respondents between 18-25 is 13, between 26-30 is 6, between 31-50 is 4, and above 51 is 2.

Chart: 4.1

Age of respondent
25 responses

Between 18-25
Between 26-30
Between 31-50
51 and above

52%
8%
16%
24%
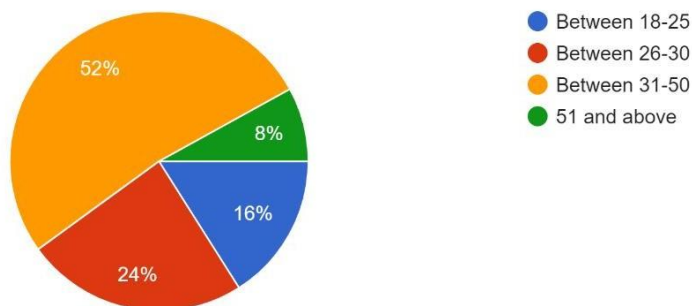
INTERPRETATION

From the above graph it can be interpreted that EWCM have more employees in the age group of 31 to 50 years. The reason may be experienced generation in the college. The jobs demand the use of experienced employees. These jobs are better performed by this kind of employees fall in the age group of 31 to 50 years. The jobs are designed

which demand both experience and qualification. Hence, young employees who have acquired higher qualifications are given priority. Consequently, more than half of the sample EWCM employees are mid age.
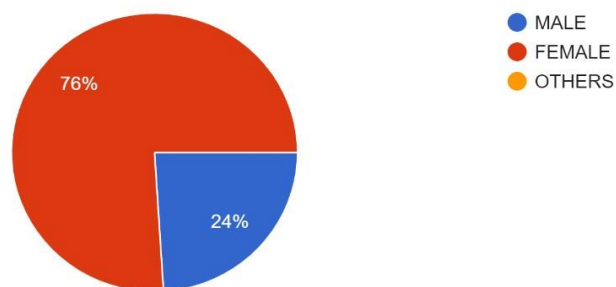
4.2 GENDER OF RESPONDENT

Table: 4.2

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Male	6	24%
2	Female	19	76%
3	Others	0	0%
4	**TOTAL**	**25**	**100.00%**

Analysis:

The table 4.2 shows that the number of respondents. The number of respondents as male is 6 and number of respondents as female is 19.

Chart: 4.2

Gender
25 responses

MALE
FEMALE
OTHERS

76%

24%

INTERPRETATION

it is understood that gender details are necessary for understanding the socio-dynamics of the respondents. It is observed that men are more logical, strong and can work for extended hours where as women are multi-tasking, more organized, more patient but

EWCM

are with more family obligations when compared to men. All these factors may affect display of OCB and level of performance.

4.3 MARTIAL STATUS

Table: 4.3

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Married	20	80%
2	Un married	5	20%
3	divorced	0	0%
4	**TOTAL**	**25**	**100.00%**

Analysis:

The table 4.3 shows that the number of respondents. The number of respondents as married is 20 and number of respondents as un married is 5. the number of respondents as divorce is 0.

Chart 4.3

Marital status
25 responses

- Married
- Unmarried
- Divorced
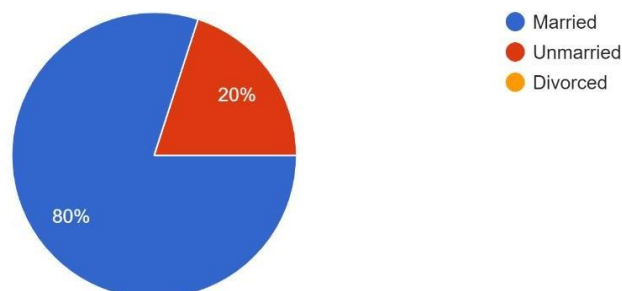
INTERPRETATION

The EWCM have more married employees implying that married employees are more serious, responsible and more productive than unmarried, though this statement cannot be generalized. Unmarried employees' exhibit fewer responsibilities at the family end

with less commitments hence are less responsible compared to married. In general this finding can be attributed to better performance.

4.4 QUALIFICATION

Table: 4.4

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	10th TO 12th	0	0%
2	Graduate	0	0%
3	Post graduate	25	100%
4	**TOTAL**	**25**	**100.00%**

Analysis:

The table 4.4 shows that the number of respondents. The number of respondents as 10th to 12th is 0 and number of respondents as Graduate is 0 and the number of respondents as Post graduate is 25.

Chart 4.4

Qualification
25 responses

● 10th to 12th
● Graduate
● Post graduate

100%
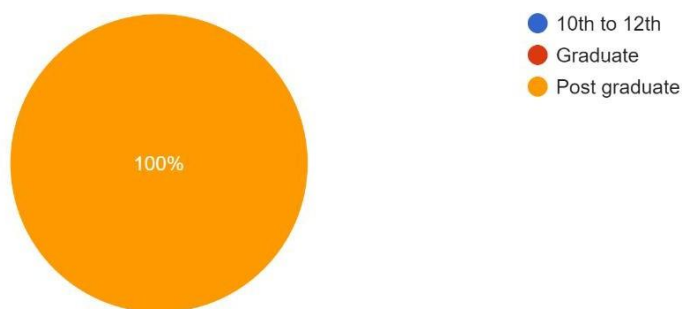
INTERPRETATION

It is inferred that in the present situation nature of jobs in education sector demand highly qualified personnel which results in better performance in a cross functional job. The challenging work environment expects an employee to have a diversified and

intense knowledge on any task he or she performs which is possible only by having an in-depth knowledge in education field. This in turn proves the reason for the better performance of EWCM.

4.5 DESIGNATION

Table: 4.5

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Director	0	0%
2	Principal	0	0%
3	HOD	3	12%
4	Assistant Professor	22	88%
5	**TOTAL**	**25**	**100.00%**

Analysis:

The table 4.5 shows that the designation of respondents. The number of respondents as director and principal is 0 . the number of respondents as HOD is 3 and the number of respondents as assistant professor is 25.

Chart: 4.5

Designation
25 responses

88%
12%

● Director
● Principal
● HOD
● Assistant Profosser
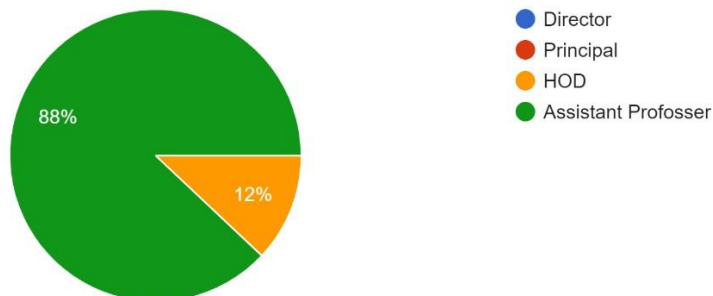
INTERPRETATION

From the above graph it can be interpreted that there are more number of employees as Assistant Professors

4.6 INCOME

Table: 4.6

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Upto - 20000	4	16%
2	20000-40000	19	76%
3	40000 Above	2	8%
4	**TOTAL**	**25**	**100.00%**

Analysis:

The table 4.6 shows that the income of respondents. The number of respondents as upto -20000 is 4 . The number of respondents as 20000-40000 is 19 And the number of respondents as 40000 Above is 2.

Chart: 4.6

Income
25 responses

- upto 20,000
- 20 to 40,000
- 40,000 and above
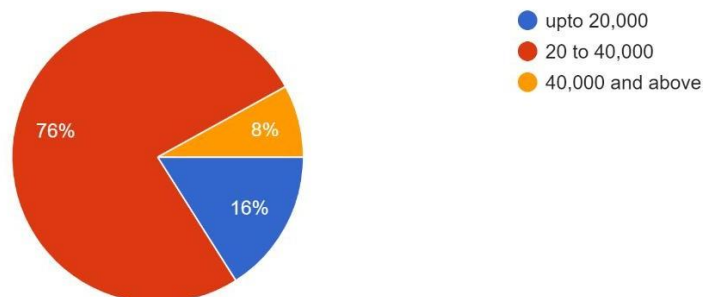
INTERPRETATION

It is inferred that employees who draw beginning salary are new entrants with less years of experience. EWCM don't hold the complete authority on deciding the salary package of all the employees. A larger percentage of employees with a salary within a range of 20,000 to 40,000 indicate the presence of senior employees in EWCM and their salary is decided considering both performance and experience.

4.7 NO OF YEARS OF EXPERIENCE

Table: 4.7

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	1 Year	3	12%
2	1 to 3 Year	5	20%
3	3 to 5 Year	4	16%
4	5 years	13	52%
5	**TOTAL**	**25**	**100.00%**

Analysis:

The above table show the respondents of no of years of experience. 3 respondents have been working for less than a year, 5 respondents have been working for 1 – 3 years, 4 respondents for 3 – 5 years and 13 respondents have been working for more than 5 years.

Chart 4.7

No of years of experience
25 responses
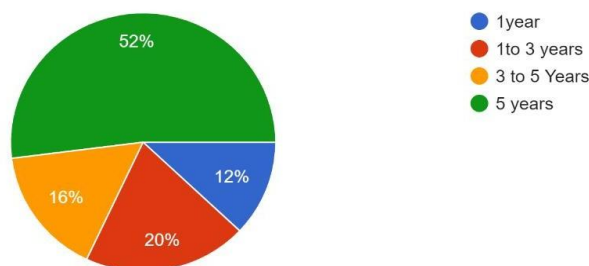
INTERPRETATION

From the above graph it can be inferred that less number of employees with an experience of less than one year may be due to their contract based jobs which are being outsourced along with employees being directly recruited. The increased number of employees with less experience indicates the rate of growth of the degree of recruitment happening in the EWCM. 20% of employees with an experience of 1 to 3 years indicate that employees have seen cycles of understand the nature of EWCM. Employees with more years of experience would be a part of the organization gaining more knowledge and experience hence contributing more to the performance of EWCM.

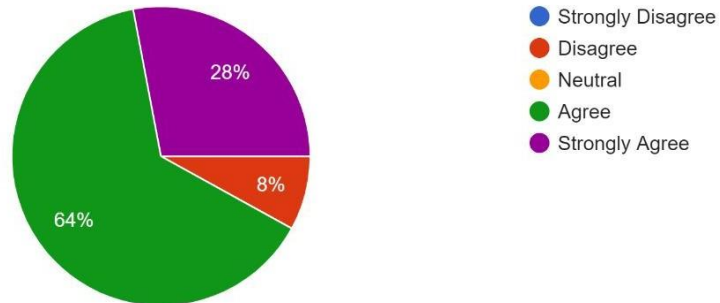## 4.8 I Help Others Who Have Been Absent

Table 4.8

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	2	8%
3	Neutral	0	28%
4	Agree	16	64%
5	Strongly agree	0	0%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I help others who have been absent. 0 respondents to strongly agree, 16 respondents agree, 0 respondents for neutral, 2 respondents disagree and 0 respondent strongly disagree.

Chart: 4.8

I help others who have been absent
25 responses

Legend:
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Pie chart values: 28%, 8%, 64%

INTERPRETATION

From the above graph it can be inferred that disagree has the least degree of Variance and agree has the highest degree of variance but all the variables fall within the acceptable. Hence it can be inferred that all the variables considered are indicative to measure Altruism positively.

## 4.9 I Help Others Who Have Heavy Work Loads

Table 4.9

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	0	0%
3	Neutral	2	8%
4	Agree	14	56%
5	Strongly agree	9	36%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I help others who have heavy work loads. 9 respondents strongly agree, 14 respondents agree, 2 respondents say it is neutral, 0 respondent disagree and strongly disagree .

Chart: 4.9

I help others who have heavy work loads
25 responses
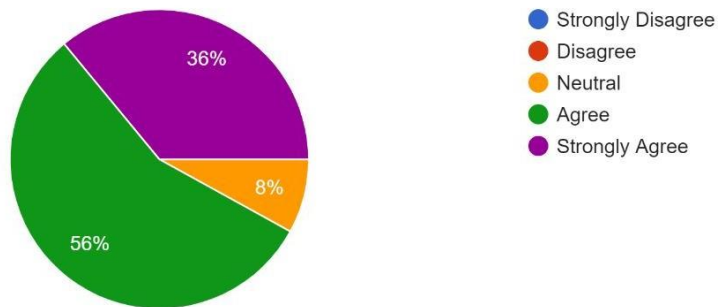
INTERPRETATION

From the above graph it can be inferred that neutral has the least degree of Variance and agree has the highest degree of variance but all the variables fall within the acceptable. Hence it can be inferred that all the variables considered are indicative to measure Altruism positively.

4.10 I Help New People In Orienting Even Though It Is Not Required.

Table 4.10

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	4	16%
3	Neutral	4	16%
4	Agree	10	40%

| 5 | Strongly agree | 7 | 28% |
| 6 | **TOTAL** | **25** | **100.00%** |

Analysis:

In the above table, shows the respondents thoughts on the I help new people in orienting even though it is not required. 7 respondents strongly agree, 10 respondents agree, 4 respondents say it is neutral, 4 respondents disagree and 0 respondent strongly disagree.

Chart: 4.10

I help new people in orienting even though it is not required.
25 responses
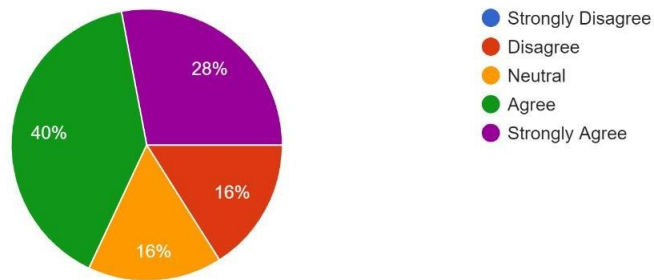
INTERPRETATION

From the above graph it can be inferred that disagree and neutral are with the least degree of Variance and agree has the highest degree of variance but all the variables fall within the acceptable. Hence it can be inferred that all the variables considered are indicative to measure Altruism positively.

4.11 I Willingly Help Others Who Have Work Related Problems.

Table 4.11

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	0	0%

3	Neutral	2	8%
4	Agree	15	60%
5	Strongly agree	8	32%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I willingly help others who have work related problems. 8 respondents strongly agree, 15 respondents agree, 2 respondents say it is neutral, 0 respondent disagree and 0 respondent strongly disagree.

Chart: 4.11

I willingly help others who have work related problems.
25 responses
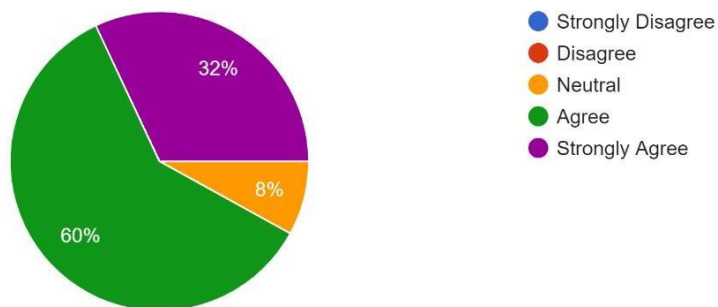
INTERPRETATION

From the above graph it can be inferred that neutral has the least degree of Variance and agree has the highest degree of variance but all the variables fall within the acceptable. Hence it can be inferred that all the variables considered are indicative to measure Altruism positively.

## 4.12 I Am Always Ready To Lend A Helping Hand To Those Around Me.

Table 4.12

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	0	0%
3	Neutral	1	4%
4	Agree	14	56%
5	Strongly agree	10	40%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I am always ready to lend a helping hand to those around me. 10 respondents strongly agree, 14 respondents agree, 1 respondent say it is neutral, 0 respondent disagree and 0 respondent strongly disagree.

Chart: 4.12

I am always ready to lend a helping hand to those around me.
25 responses
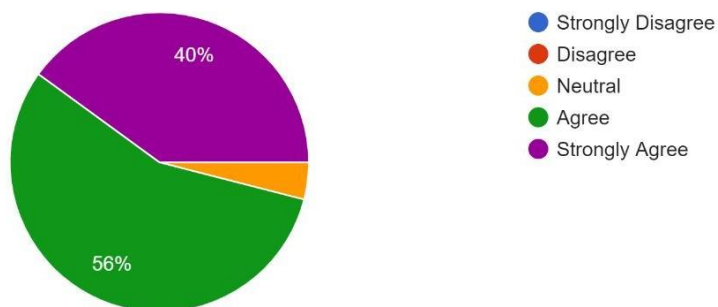
INTERPRETATION

From the above graph it can be inferred that neutral has the least degree of Variance and agree has the highest degree of variance but all the variables fall within the acceptable. Hence it can be inferred that all the variables considered are indicative to measure Altruism positively.

## 4.13 My Attendance At Work Is Above The Norm.

Table 4.13

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	1	4%
2	Disagree	1	4%
3	Neutral	1	4%
4	Agree	15	60%
5	Strongly agree	7	28%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the My attendance at work is above the norm..7 respondents strongly agree, 15 respondents agree, 1 respondent say it is neutral, 1 respondent disagree and 1 respondent strongly disagree.

Chart: 4.13

My attendence at work is above the norm.
25 responses
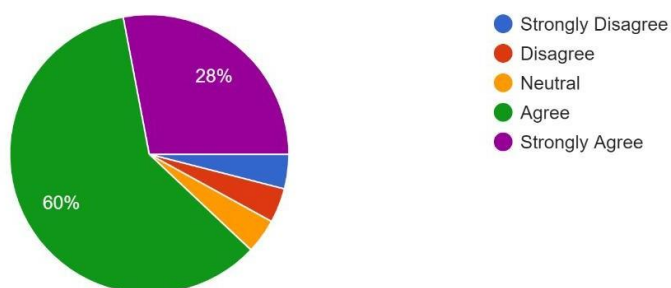
INTERPRETATION

From the above graph it can be inferred that strongly disagree, disagree and neutral are with the least degree of Variance and agree has the highest degree of variance but two variables fall within the acceptable. Hence it can be inferred that two variables considered are indicative to measure Conscientiousness positively.
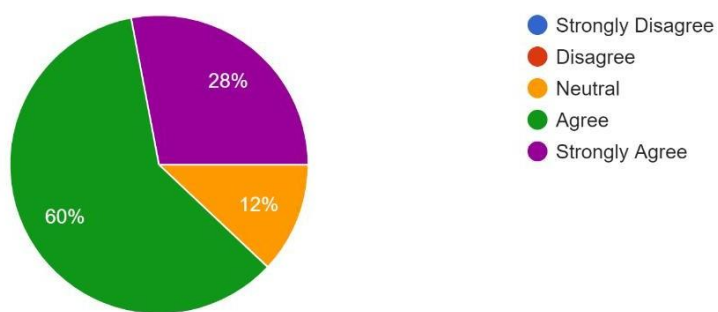
4.14 I Do Not Take Extra Breaks.

Table 4.14

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	0	0%
3	Neutral	3	12%
4	Agree	15	60%
5	Strongly agree	7	28%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I do not take extra breaks. 7 respondents strongly agree, 15 respondents agree, 3 respondents say it is neutral, 0 respondent disagree and 0 respondent strongly disagree.

Chart: 4.14

I do not take extra breaks.
25 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

28%
60%
12%

INTERPRETATION

From the above graph it can be inferred that neutral has the least degree of Variance and agree has the highest degree of variance but two variables fall within the acceptable. Hence it can be inferred that two variables considered are indicative to measure Conscientiousness positively.

4.15 I Obey Company Rules And Regulations, Even When No One Is Watching
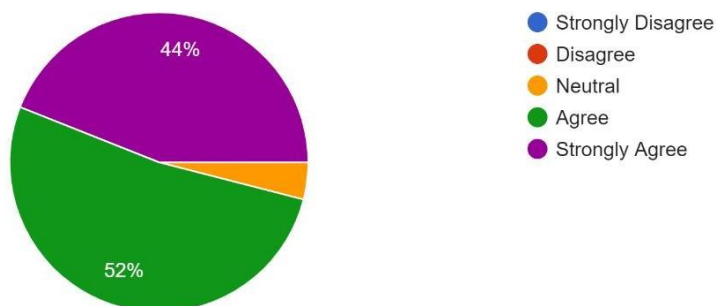
Table 4.15

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	0	0%
3	Neutral	1	4%
4	Agree	13	52%
5	Strongly agree	11	44%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I obey company rules and regulations, even when no one is watching. 11 respondents strongly, 13 respondents agree, 1 respondent say it is neutral, 0 respondent disagree and 0 respondent strongly disagree.

Chart: 4.15

I obey company rules and regulations, even when no one is watching
25 responses

INTERPRETATION

From the above graph it can be inferred that neutral has the least degree of Variance and agree has the highest degree of variance but two variables fall within the acceptable. Hence it can be inferred that two variables considered are indicative to measure Conscientiousness positively.

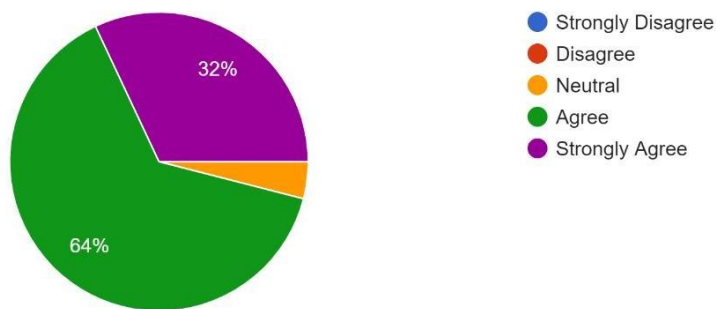## 4.16 I Am One Of The Most Conscientious Employee.

Table 4.16

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	0	0%
3	Neutral	1	4%
4	Agree	16	64%
5	Strongly agree	8	32%
6	TOTAL	25	100.00%

Analysis:

In the above table, shows the respondents thoughts on the I am one of the most conscientious employee. 8 respondents strongly agree, 16 respondents agree, 1 respondent say it is neutral, 0 respondent disagree and 0 respondent strongly disagree.

Chart: 4.16

I am one of the most conscientious employee.
25 responses

INTERPRETATION

From the above graph it can be inferred that neutral has the least degree of Variance and agree has the highest degree of variance but two variables fall within the acceptable. Hence it can be inferred that two variables considered are indicative to measure Conscientiousness positively.

4.17 I Believe In Giving An Honest Day's Work For An Honest Day's Pay

Table 4.17

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	1	4%
3	Neutral	0	0%
4	Agree	10	40%
5	Strongly agree	14	56%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I believe in giving an honest day's work for an honest day's pay. 14 respondents strongly agree, 10 respondents agree, 0 respondent to neutral, 1 respondent to disagree and 0 respondent to strongly disagree.

Chart: 4.17

I believe in giving an honest day's work for an honest day's pay
25 responses
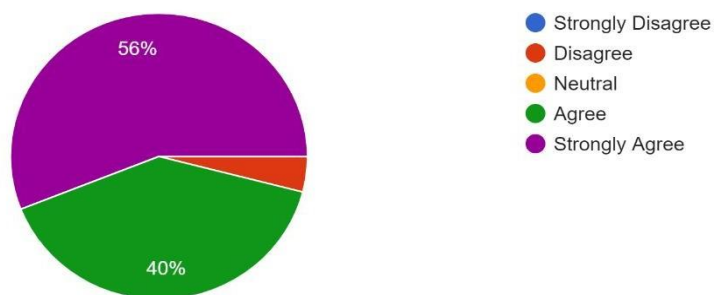
INTERPRETATION

From the above graph it can be inferred that disagree has the least degree of Variance and strongly agree has the highest degree of variance but two variables fall within the acceptable. Hence it can be inferred that two variables considered are indicative to measure Conscientiousness positively.

## 4.18 I Consume A Lot Of Time Complaining About Trivial Matters.

Table 4.18

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	6	24%
2	Disagree	10	40%
3	Neutral	4	16%
4	Agree	4	16%
5	Strongly agree	1	4%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I consume a lot of time complaining about trivial matters. 1 respondent strongly agree, 4 respondents agree, 4 respondents say it is neutral, 10 respondents disagree and 6 respondent strongly disagree.

Chart: 4.18

I consume a lot of time complaining about trivial matters.
25 responses
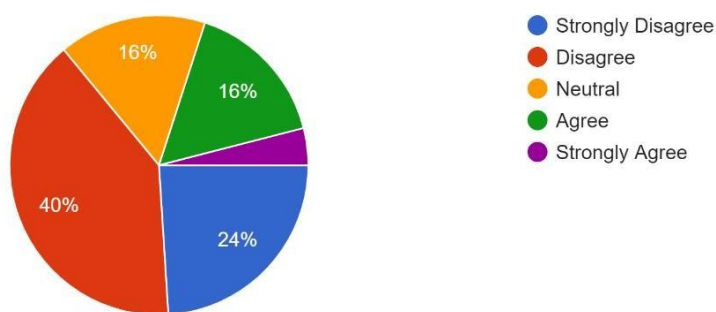
INTERPRETATION

From the above graph it can be inferred that all the variables under Sportsmanship are within the acceptable range of variance which implies that the variables are indicative of expressing sportsmanship positively by the respondents.

### 4.19 I Always Focus On What's Wrong Rather Than The Positive Side

Table 4.19

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	6	24%
2	Disagree	11	44%
3	Neutral	3	12%
4	Agree	5	20%
5	Strongly agree	0	0%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I always focus on what's wrong rather than the positive side. 0 respondents strongly agree, 5 respondents agree, 3 respondents say it is neutral, 11 respondents disagree and 6 respondents strongly disagree.

Chart: 4.19

I always focus on whats wrong rather than the positive side
25 responses
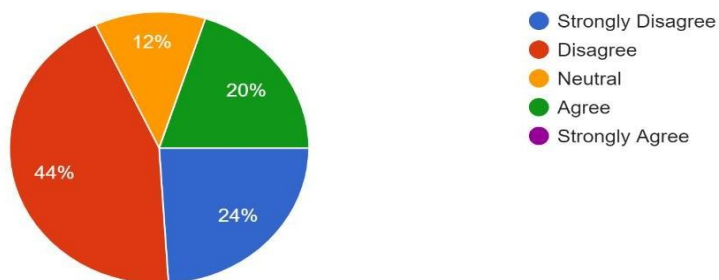
INTERPRETATION

From the above graph it can be inferred that all the variables under Sportsmanship are within the acceptable range of variance which implies that the variables are indicative of expressing sportsmanship positively by the respondents.

## 4.20 I Tend To Make Mountains Out Of Mole Hills

Table 4.20

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	5	20%
2	Disagree	6	24%
3	Neutral	10	40%
4	Agree	4	16%
5	Strongly agree	0	0%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I tend to make mountains out of mole hills. 0 respondent strongly agree, 4 respondents agree, 10 respondents say it is neutral, 6 respondents disagree and 5 respondents strongly disagree.

Chart: 4.20

I tend to make mountains out of mole hills
25 responses
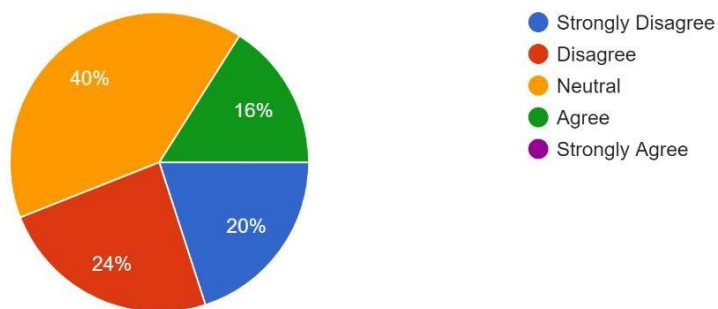
INTERPRETATION

From the above graph it can be inferred that all the variables under Sportsmanship are within the acceptable range of variance which implies that the variables are indicative of expressing sportsmanship positively by the respondents.

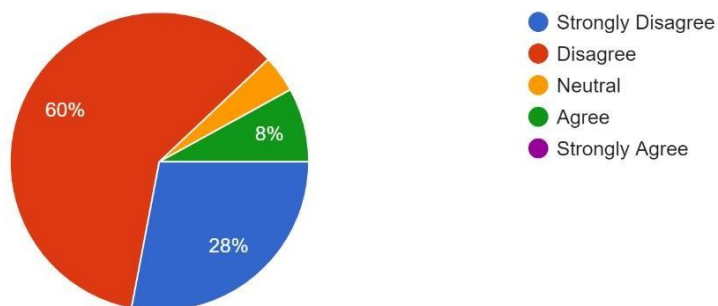## 4.21 I Always Find Fault With What Organization Is Doing

Table 4.21

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	7	28%
2	Disagree	15	60%
3	Neutral	1	4%
4	Agree	2	8%
5	Strongly agree	0	0%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I always find fault with what organization is doing. 0 respondent strongly agree, 2 respondents agree, 1 respondent say it is neutral, 15 respondents disagree and 7 respondents strongly disagree.

Chart: 4.21

I always find fault with what organization is doing
25 responses

INTERPRETATION

From the above graph it can be inferred that all the variables under Sportsmanship are within the acceptable range of variance which implies that the variables are indicative of expressing sportsmanship positively by the respondents.

## 4.22 I Am The Classic Squeaky Wheel That Always Needs Greasing

Table 4.22

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	7	28%
2	Disagree	5	20%
3	Neutral	10	40%
4	Agree	3	12%
5	Strongly agree	0	0%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I am the classic squeaky wheel that always needs greasing. 0 respondent strongly agree, 3 respondents agree, 10 respondents say it is neutral, 5 respondents disagree and 7 respondents strongly disagree.

Chart: 4.22

I am the classic squeaky wheel that always needs greacing
25 responses
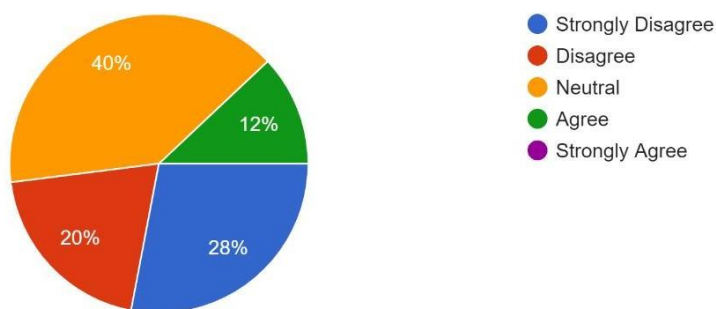
INTERPRETATION

From the above graph it can be inferred that all the variables under Sportsmanship are within the acceptable range of variance which implies that the variables are indicative of expressing sportsmanship positively by the respondents.

## 4.23 I Take Steps To Try To Prevent Problems With Other Workers

Table 4.23

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	0	0%
3	Neutral	1	4%
4	Agree	2	8%
5	Strongly agree	22	88%
6	TOTAL	25	100.00%

Analysis:

In the above table, shows the respondents thoughts on the I take steps to try to prevent problems with other workers. 22 respondents strongly agree, 2 respondents agree, 1 respondent say it is neutral, 0 respondent disagree and 0 respondent strongly disagree.

Chart: 4.23

I take steps to try to prevent problems with other workers
25 responses
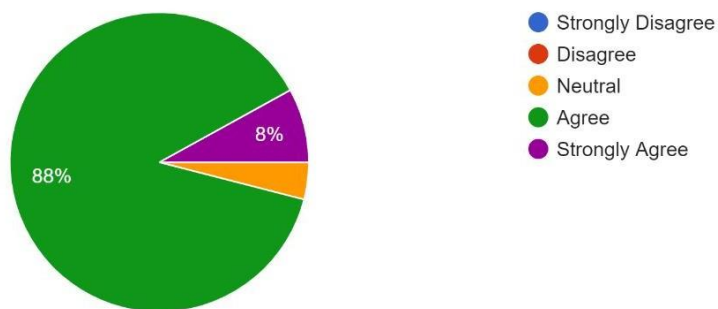
INTERPRETATION

From the above graph it can be inferred that neutral is a least value and agree is a highest variance. As all the variables are under the acceptable range of variance, it can be accepted that all the variables are indicative of positively exhibiting Courtesy.

### 4.24 I Am Mind Full Of How My Behavior Affects Other Person's Job

Table 4.24

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	1	4%
2	Disagree	0	0%
3	Neutral	3	12%
4	Agree	13	52%
5	Strongly agree	8	32%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I am mind full of how my behaviour affects other person's job. 8 respondents strongly agree, 13 respondents agree, 3 respondents say it is neutral, 0 respondent disagree and 1 respondent strongly.

Chart: 4.24

I am mind full of how my behaviour affects other person's job
25 responses
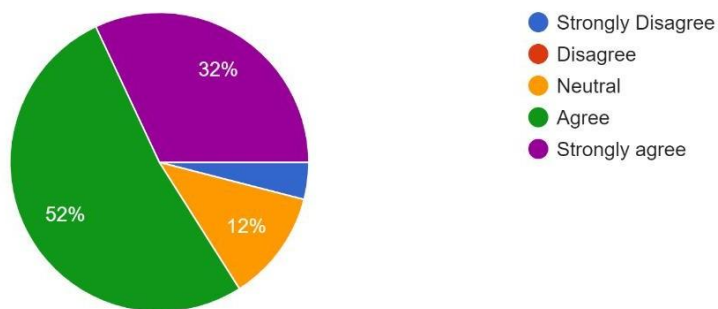
INTERPRETATION

From the above graph it can be inferred that strongly disagree is a least value and agree is a highest value. As all the variables are under the acceptable range of variance, it can be accepted that all the variables are indicative of positively exhibiting Courtesy.

## 4.25 I Do Not Abuse The Rights Of Others

Table 4.25

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	1	0%
3	Neutral	2	8%
4	Agree	14	56%
5	Strongly agree	8	32%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I do not abuse the rights of others. 8 respondents strongly agree, 14 respondents agree, 2 respondents say it is neutral, 1 respondent disagree and 0 respondent strongly disagree.

Chart: 4.25

I do not abuse the rights of others
25 responses
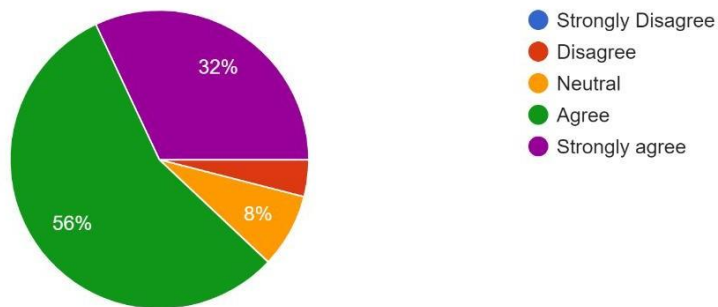
INTERPRETATION

From the above graph it can be inferred that strongly disagree *is* a least value and agree is a highest value. As all the variables are under the acceptable range of variance, it can be accepted that all the variables are indicative of positively exhibiting Courtesy.

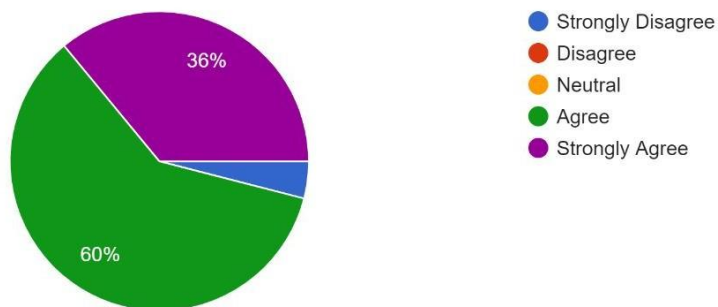## 4.26 I Try To Avoid Creating Problems For My Co-Workers.

Table 4.26

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	1	4%
2	Disagree	0	0%
3	Neutral	0	0%
4	Agree	15	60%
5	Strongly agree	9	36%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I try to avoid creating problems for my co-workers. 9 respondents strongly agree, 15 respondents agree, 0 respondent to neutral, 0 respondent disagree and 1 respondent strongly disagree.

Chart: 4.26

I try to avoid creating problems for my co workers.
25 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

36%

60%

INTERPRETATION

From the above graph it can be inferred that strongly disagree is a least value and agree is a highest value. As all the variables are under the acceptable range of variance, it can be accepted that all the variables are indicative of positively exhibiting Courtesy.

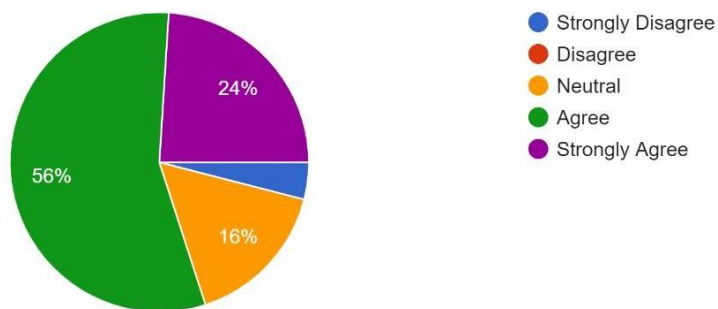## 4.27 I Consider The Impact Of My Actions On Co Workers

Table 4.27

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	1	4%
2	Disagree	0	0%
3	Neutral	4	16%
4	Agree	14	56%
5	Strongly agree	6	24%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I try to avoid creating problems for my co-workers. 6 respondents strongly agree, 14 respondents agree, 4 respondents say it is neutral, 0 respondent disagree and 1 respondent strongly disagree.

Chart: 4.27

I consider the impact of my actions on co workers
25 responses

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

24%

56%

16%

INTERPRETATION

From the above graph it can be inferred that strongly disagree is a least value and agree is a highest value. As all the variables are under the acceptable range of variance, it can be accepted that all the variables are indicative of positively exhibiting Courtesy.

**4.28** **I Attend Meetings That Are Not Mandatory But Are Considered Important.**

Table 4.28

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	1	4%
2	Disagree	0	0%
3	Neutral	6	24%
4	Agree	14	56%
5	Strongly agree	4	16%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I attend meetings that are not mandatory but are considered important. 4 respondents strongly agree, 14 respondents agree, 6 respondents say it is neutral, 0 respondent disagree and 1 respondent strongly disagree.

Chart: 4.28

I attend meetings that are not mandatory but are considered important.
25 responses
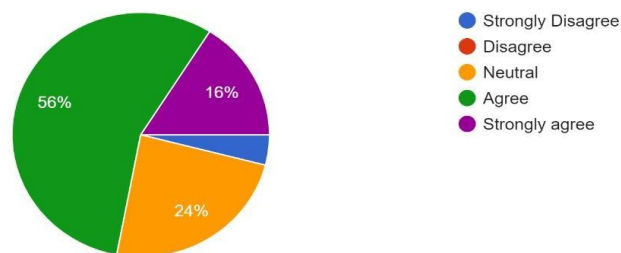
INTERPRETATION

**4.29 I Attend Functions That Are Not Required, But Help The Company Image**

Table 4.29

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	1	4%
2	Disagree	8	8%
3	Neutral	4	16%
4	Agree	15	60%
5	Strongly agree	3	12%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I attend functions that are not required, but help the company image. 3 respondents strongly agree, 15 respondents agree, 4 respondents say it is neutral, 8 respondents disagree and 1 respondent strongly disagree.

Chart: 4.29

I attend functions that are not required, but help the company image
25 responses
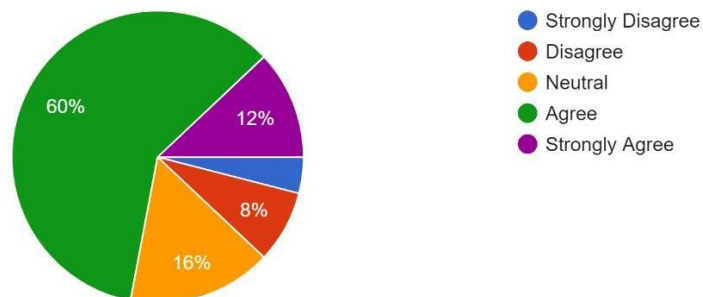
INTERPRETATION

## 4.30 I Keep Abrest Of Changes In The Organization

Table 4.30

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	2	2%
3	Neutral	4	16%
4	Agree	15	60%
5	Strongly agree	4	16%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I keep abrest of changes in the organization. 4 respondents strongly agree, 15 respondents agree, 4 respondents say it is neutral, 2 respondents disagree and 0 respondent strongly disagree.

Chart 4.30

I keep abrest of changes in the organization
25 responses
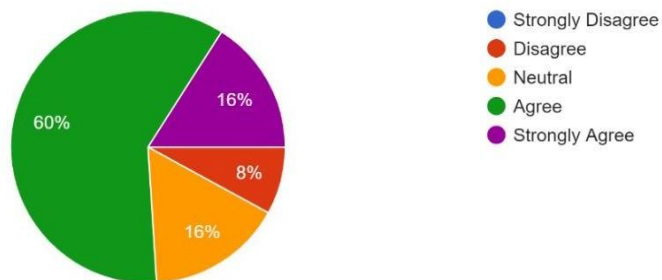
INTERPRETATION

From the above graph it can be interpreted that even though the variations of some variables are under the acceptable range, agree has the highest variation compared to other variables measuring Civic Virtue. Since all the values of variance are under the acceptable range, it can be assumed that the variables are indicative of measuring Civic virtue positively.

4.31 I Read And Keep Up With Organization Announcements Memos And So On

Table 4.31

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	0	0%
2	Disagree	0	0%
3	Neutral	1	4%
4	Agree	20	80%
5	Strongly agree	4	16%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I read and keep up with organization announcements memos and so on. 4 respondents strongly agree, 20 respondents agree, 1 respondent say it is neutral, 0 respondent disagree and 0 respondent strongly disagree .

Chart: 4.31

INTERPRETATION
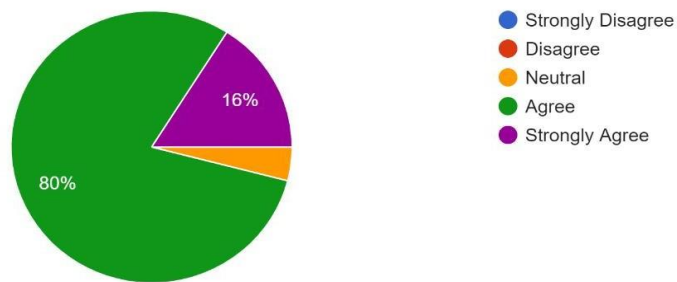
From the above graph it can be interpreted that even though the variations of all variables are under the acceptable range, agree has the highest variation compared to other variables measuring Civic Virtue. Since all the values of variance are under the acceptable range, it can be assumed that the variables are indicative of measuring Civic virtue positively.

## 4.32 I Am Provided With Adequate Prerquisites By The Bank

Table 4.32

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	2	8%
2	Disagree	2	8%
3	Neutral	7	28%
4	Agree	13	52%
5	Strongly agree	1	4%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I am provided with adequate prerequisites by the bank. 1 respondent strongly agree, 13 respondents agree, 7 respondents say it is neutral, 2 respondents disagree and 2 respondents strongly disagree.

Chart: 4.32

I am provided with adequate prerquisites by the bank
25 responses
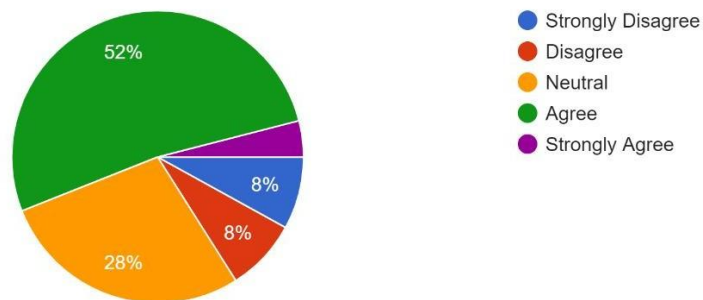
Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree

INTERPRETATION

From the above graph it can be interpreted that even though the variations of some variables are under the acceptable range, agree has the highest variation compared to other variables measuring Civic Virtue. Since all the values of variance are under the acceptable range, it can be assumed that the variables are indicative of measuring Civic virtue positively.

4.33 My Salary Is In The Line With My Experience And Training For This Position
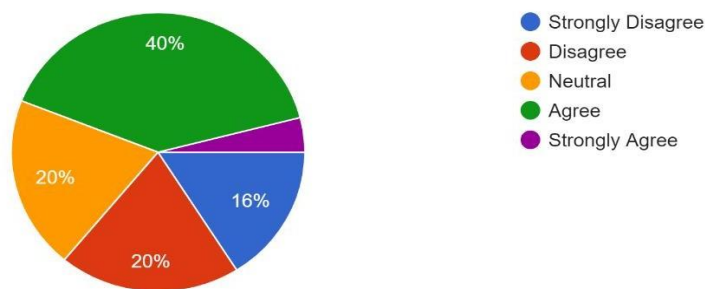
Table 4.33

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	4	16%
2	Disagree	5	20%
3	Neutral	5	20%
4	Agree	10	40%
5	Strongly agree	1	4%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the My salary is in the line with my experience and training for this position. 1 respondent strongly agree, 10 respondents agree, 5 respondents say it is neutral, 5 respondents disagree and 4 respondent strongly disagree.

Chart: 4.33

My salary is in the line with my experience and training for this position
25 responses

INTERPRETATION

From the above graph it can be interpreted that even though the variations of some variables are under the acceptable range, agree has the highest variation compared to other variables measuring Civic Virtue. Since all the values of variance are under the acceptable range, it can be assumed that the variables are indicative of measuring Civic virtue positively.

## 4.34 I Am Satisfied With Pay Increments And Revision

Table 4.34

SN.NO	PARTICULARS	NO OF RESPONDENTS	% OF RESPONDENTS
1	Strongly disagree	4	16%
2	Disagree	5	20%
3	Neutral	4	16%
4	Agree	12	48%
5	Strongly agree	0	0%
6	**TOTAL**	**25**	**100.00%**

Analysis:

In the above table, shows the respondents thoughts on the I am satisfied with pay increments and revision. 0 respondent strongly agree, 12 respondents agree, 4 respondents say it is neutral, 5 respondents disagree and 4 respondents strongly disagree.

Chart: 4.34

I am satisfied with pay increments and revision
25 responses
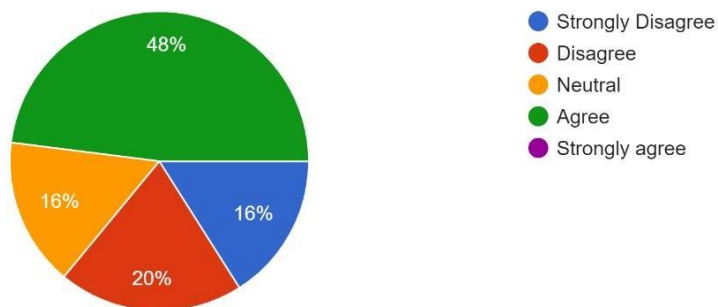
INTERPRETATION

From the above graph it can be interpreted that even though the variations of some variables are under the acceptable range, agree has the highest variation compared to other variables measuring Civic Virtue. Since some the values of variance are under the unacceptable range, it can be assumed that the variables are indicative of measuring Civic virtue negatively.

CHAPTER 5
FINDINGS, SUGGESTIONS
CONCLUSION

5.1 FINDINGS

- By the above study we can understand that most of the respondents are female employees

- Most of the respondents are married, only least of the respondents are unmarried.

- All respondents are post graduated.

- Majority of the respondents are assistant professors

- Most of the respondents are helped others for heavy workloads.

- Most of respondents are helped new orienting.

- Majority of respondents are willing help to others for work related problems.

- Most of the respondents are obey organization rules and regulations.

- Majority of the respondents disagree with the consume lot of time for complaining about trivial matters.

- Most respondents are disagree with the always focus on what's rather the positive side.

- Most of the respondents are agree with tend to make the mountains out of mole hills.

- Majority of the respondents disagree with always find fault with what organization is doing.

- Majority of the respondents are neutral with classic squeaky wheel that always needs greasing, only least of the respondents are agree with classic squeaky wheel that always needs greasing.

5.2 SUGGESTIONS

➢ Promote a positive workplace culture. Companies may promote this by developing an environment at work that celebrates diversity and fosters collaboration.

➢ Encourage your staff by providing them with non-cash rewards for good behaviour.

➢ Present chances for development and growth Companies may assist workers gain new skills and competences by providing them with training and development opportunities.

➢ Acknowledge and honour OCB. Rewarding OCB highlights the significance of these actions and motivates other staff members to follow suit.

➢ Lead by example Leaders who exhibit OCB foster a climate of cooperation and collaboration that motivates staff to exhibit the same behaviours.

➢ Fostering communication and cooperation among employees is something that organisations should do. This fosters ties amongst workers and motivates them to participate in OCB to help one another.

5.3 CONCLUSION

Citizenship inside an Organization Employees are expected to do their given jobs, but they are also expected to engage in voluntary behaviours that help the firm. Helping coworkers, being nice to customers, volunteering for extra chores, and giving solutions to organizational problems are examples of activities that might be considered organizational citizenship behavior. According to OCB, this may be helpful to organizations as well as the people who work for such organizations. It has the potential to boost staff morale as well as performance and production, while simultaneously increasing the efficiency of the organization as a whole.

The concept of organizational citizenship behavior has been researched for several decades, and there is a rising interest in understanding its many facets, as well as how it may be supported and fostered in the workplace. As mentioned in and, numerous aspects of OCB have been recognized, such as altruism, conscientiousness, sportsmanship, civility, and civic virtue. These are some of the aspects of OCB that have been highlighted. It is possible to minimise employee turnover, boost employee engagement, and increase work satisfaction by rewarding and encouraging organizational citizenship behaviour .

Ultimately, one may reach the conclusion that OCB is a significant component of workplace behaviour that is capable of making a positive contribution to the achievement of an organization's goals and objectives. Organizations have the ability to encourage their workers to engage in behaviours that benefit the business as a whole, leading to greater performance and productivity, if they create a culture that values and promotes OCB.

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ANNEXURE

QUESTONNAIRE

❖ Email of the respondent

    Ans.

❖ Name of the respondent

    Ans.

1. Age.
➢ Below 18
➢ Between 18 – 25
➢ Between 26 – 30
➢ Between 31 – 50
➢ 51 and above

2. Gender
➢ Male
➢ Female
➢ Prefer not to say

3. Marital status
➢ Married
➢ Unmarried

4. Qualification
➢ 10TH TO 12TH
➢ Graduate
➢ Post Graduate

5. Designation
➢ Director
➢ Principal

- HOD
- Assistant Professor

6. Income
- Upto 20000
- 20000-40000
- 40000 Above

7. No Of Years Of Experience
- 1 Year
- 1 To 3 Year
- 3 To 5 Year
- 5 Years

8. I Help Others Who Have Been Absent
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

9. I Help Others Who Have Heavy Work Loads
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

10. I Help New People In Orienting Even Though It Is Not Required.
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

11. I Willingly Help Others Who Have Work Related Problems.

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

12. I Am Always Ready To Lend A Helping Hand To Those Around Me.

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

13. My Attendance At Work Is Above The Norm.

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

14. I Do Not Take Extra Breaks.

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

15. I Obey Company Rules And Regulations, Even When No One Is Watching

- ➢ Strongly Disagree
- ➢ Disagree

16. I Am One Of The Most Conscientious Employee.

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

17. I Believe In Giving An Honest Day's Work For An Honest Day's Pay

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

18. I Consume A Lot Of Time Complaining About Trivial Matters.

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

19. I Always Focus On What's Wrong Rather Than The Positive Side

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

20. I Tend To Make Mountains Out Of Mole Hills

- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

21. I Always Find Fault With What Organization Is Doing

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree

22. I Am The Classic Squeaky Wheel That Always Needs Greasing

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree

23. I Take Steps To Try To Prevent Problems With Other Workers

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree

24. I Am Mind Full Of How My Behaviour Affects Other Person's Job

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree

I Do Not Abuse The Rights Of Others

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree

25. I Try To Avoid Creating Problems For My Co-Workers.
- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

26. I Consider The Impact Of My Actions On Co Workers
- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

27. I Attend Meetings That Are Not Mandatory But Are ConsideredImportant.
- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

28. I Attend Functions That Are Not Required, But Help The Company Image
- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

29. I Keep Abrest Of Changes In The Organization
- ➢ Strongly Disagree
- ➢ Disagree
- ➢ Neutral
- ➢ Agree
- ➢ Strongly Agree

30. I Read And Keep Up With Organization Announcements Memos And So On

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree

31. I Am Provided With Adequate Prerequisites By The Bank

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree

32. My Salary Is In The Line With My Experience And Training For This Position

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree

33. I Am Satisfied With Pay Increments And Revision

➢ Strongly Disagree

➢ Disagree

➢ Neutral

➢ Agree

➢ Strongly Agree