THE IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEES' INNOVATIVE WORK BEHAVIOUR

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ABSTRACT

No business organization can avoid a tougher competition nowadays. This situation requires innovation to survive and grow. It is not possible to achieve an innovative institution without creative employees. Hence, researchers have become increasingly interested in identifying the conditions that influence innovative work behavior. And also organizational culture is the most important factors to overcome competition. Organizational culture components included Training, Understanding, Co-Worker Support and Supervisor Support. This study examined the impact of organizational culture on employees' innovative work behavior. In addition to this, the researcher Identify the level of these variable, impact and relationship between them.

So far lack of research has been carried out in Sri Lanka to investigate the impact of organizational culture on employees' innovative work behavior. In doing so, a survey is administered to 101 employees who are working in selected banks in Batticaloa district. The collected questionnaires were analyzed using Statistical Package for Social Science (SPSS 22.0 Version) through descriptive analysis

Researcher hypothesized and found that training, understanding, coworker support and supervisor support were positively related to innovative work behavior. The study also revealed that training, understanding, coworker support and supervisor support have high impact on employees' innovative work behavior. Moreover, this study found that the training, understanding, coworker support and supervisor support have high level of employees' innovative work behavior. Further, the findings of this study offer guidance to the organizational culture with the organization.

Key words: *Training, Understanding, Coworker Support, Supervisor Support and Innovative Work Behavior.*

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