

**INNOVATION CAPABILITY IN ACHIEVING EMPLOYEES'  
PERFORMANCE OF INSURANCE COMPANIES IN  
BATTICALOA DISTRICT**



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## ABSTRACT

The objective of this study clarifies the issue of whether innovation capability has positive effect on individual job performance of insurance companies' employees in Batticaloa district. Meanwhile individual job performance in the organization is very crucial because achievement of organizational goals and objectives can be assessed by the performance of human resources. Even though there are several factors deciding the level of individual job performance, innovation capability takes on important place in the modern organizational trends. Hence, this study focuses on innovation capability in achieving employee's performance of insurance companies in Batticaloa district. Thus, the study objectives are to identify the level of innovation capability and individual job performance, the factors that positively influence the insurance companies' employees in Batticaloa district, to identify the relationship between innovation capability and individual job performance, and to identify the effect of innovation capability on individual job performance of insurance companies in Batticaloa district. In order to achieve the objectives of the study, researcher has collected data from 152 employees by using questionnaire based survey method. Further, this study has found that there are some positive factors such as participatory leadership culture, ideation & organizing structures, work climate and wellbeing, know-how development, regeneration, external knowledge, individual activity of insurance companies' employees in Batticaloa district. Simple random sampling method was used. The statistical tools that used to analyze the levels of variables are mean and SD values, while relationship was measured by Pearson coefficients and simple regressions for influences dependent and independent variables. Finding have shown innovation capability and individual job performance are at a higher level. Moreover, it was also found that there is a positive relationship between innovation capability and individual job performance, and innovation capability significantly influences individual job performance of the insurance companies in Batticaloa district. These findings could contribute to the insurance companies and other financial organizations to improve the level of innovation capability to have the improvement in individual job performance, which leads to overall improvement of organizational performance.

**Key words:** *Innovation capability, individual job performance, insurance companies, participatory leadership culture, ideation and organizing structure, work climate and*

## TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	i
ABSTRACT .....	ii
<b>TABLE OF CONTENTS.....</b>	<b>iii</b>
LIST OF TABLES .....	viii
LIST OF FIGURE .....	x
LIST OF ABBREVIATION .....	xi
<b>CHAPTER -1.....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1 Background of the Study .....	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	5
1.4 Research Objectives.....	5
1.5 Significant of the Study .....	5
1.6 Scope of the Study .....	6
1.7 The Organization of Chapters.....	6
1.8 Chapter Summary .....	7
<b>CHAPTER-2.....</b>	<b>8</b>
<b>LITERATURE REVIEW.....</b>	<b>8</b>
2.1 Introduction.....	8
2.2 Innovation Capability .....	8
2.2.1 Participatory Leadership Culture .....	10
2.2.2 Ideation and Organizing Structure .....	10
2.2.3 Work Climate and Well-Being .....	11
2.2.4 Know- How Development .....	12
2.2.5 Regeneration .....	12
2.2.6 External Knowledge.....	13
2.2.7 Individual Activity .....	13
2.3 Individual Job Performance .....	14
2.4 The Relationship between the Innovation Capability and Individual Job Performance .....	16
2.5 Chapter Summery .....	17

<b>CHAPTER-3</b> .....	<b>18</b>
<b>CONCEPTUALIZATION AND OPERATIONALIZATION</b> .....	<b>18</b>
3.1 Introduction.....	18
3.2 Conceptualization .....	18
3.2.1 Conceptual Framework .....	18
3.3 Definition of variable.....	19
3.3.1 Innovation capability.....	19
3.3.1.1 Participatory leadership culture .....	20
3.3.1.2 Work climate and wellbeing .....	20
3.3.1.3 Ideation and organizing structures .....	20
3.3.1.4 Know-how development.....	20
3.3.1.5 External knowledge.....	20
3.3.1.6 Regeneration .....	21
3.3.1.7 Individual activity .....	21
3.3.2 Individual job performance .....	21
3.3.2.1 Task Performance .....	21
3.4 Operationalization.....	22
3.5 Chapter Summary .....	24
<b>CHAPTER-4</b> .....	<b>25</b>
<b>RESEARCH METHODOLOGY</b> .....	<b>25</b>
4.1 Introduction.....	25
4.2 Research Philosophy .....	25
4.3 Research Approach.....	26
4.4 Research Strategy .....	27
4.5 Methodological Choice.....	27
4.6 Time Horizon.....	28
4.7 Research Site .....	28
4.8 Population of the Study .....	29
4.8.1 Sampling .....	29
4.8.2 Sample Size.....	30
4.9 Method of Data Collection .....	30
4.9.1 Primary Data .....	30

4.9.2 Secondary Data .....	30
4.10 Questionnaire Administration.....	31
4.11 Source of Measurements.....	32
4.12 Pilot Study .....	33
4.13 Reliability and Validity Test.....	34
4.14 Unit of Data Analysis .....	35
4.15 Methods of Data Analysis .....	36
4.15.1 Univariate Analysis.....	36
4.15.2 Bivariate Analysis.....	37
4.15.2.1 Correlation Analysis .....	37
4.15.3 Multivariate Analysis.....	37
4.15.3.1 Regression Analysis.....	38
4.15.3.1.1 Simple Regression.....	38
4.15.3.1.2 Multiple Regression .....	38
4.15.4 Testing Hypothesis.....	38
4.16 Methods of Data Evaluation .....	39
4.16.1 Decision Rule for Univariate Analysis .....	39
(Where $X_1$ = mean value of a dimension/ variable).....	40
4.16.2 Decision Rule for Correlation Analysis .....	40
4.16.3 Decision Rule for Hypothesis Testing .....	40
4.17 Method of Data Presentation .....	41
4.17.1 Data Presentation for Personal Information.....	41
4.17.2 Data Presentation for Research Information.....	42
4.18 Ethical Consideration.....	42
4.19 Chapter Summary .....	43
<b>CHAPTER - 5.....</b>	<b>44</b>
<b>DATA PRESENTATION AND ANALYSIS .....</b>	<b>44</b>
5.1 Introduction.....	44
5.2 Reliability Analysis .....	44
5.2.1 Analysis of Reliability for the Instrument.....	45
5.3 Data Presentation.....	46
5.3.1 Data Presentation for Personal Information.....	46

5.3.1.1 Gender .....	47
5.3.1.2 Age Group .....	47
5.3.1.3 Marital Status .....	48
5.3.1.4 Experience .....	48
5.3.1.5 Type of appointment .....	48
5.3.1.6 Job Position .....	49
5.3.2 Data Presentation for Research Information .....	50
5.3.2.1 Univariate Analysis .....	50
5.3.2.1.1 Level of Innovation Capability .....	50
5.3.2.1.2 Level of individual job performance .....	51
5.3.2.1 Bivariate Analysis .....	52
5.3.2.1.1 Pearson's Correlation Analysis .....	52
5.3.2.3 Simple Regression Analysis .....	56
5.3.2.3.1 Effect of Innovation capability and Individual job performance (Step-1) .....	57
5.3.3 Testing Hypotheses .....	58
5.3.3.1 Testing Hypothesis 1 .....	58
5.3.3.2 Testing Hypothesis 2 .....	59
5.3.3.3 Testing Hypothesis 3 .....	60
5.3.3.4 Testing Hypothesis 4 .....	60
5.3.3.5 Hypothesis Testing 5 .....	61
5.3.3.6 Hypothesis Testing 6 .....	61
5.3.3.7 Hypothesis Testing 7 .....	62
5.4 Chapter Summary .....	62
<b>CHAPTER - 6 .....</b>	<b>63</b>
<b>FINDING AND DISCUSSION .....</b>	<b>63</b>
6.1 Introduction .....	63
6.2 Discussion of Personal Information .....	63
6.2.1 Gender .....	63
6.2.2 Age Group .....	63
6.2.3 Marital Status .....	63
6.2.4 Experience (in year) .....	64
6.2.5 Type of Appointment .....	64
6.2.6 Job Position .....	64
6.3 Discussion of Research Information .....	64

6.3.1 Objective 1: To identify the level of innovation capability and individual job performance in insurance companies in Batticaloa district .....	64
6.3.1.1 Level of Innovation Capability .....	65
6.3.1.2 Level of Individual job performance (Task performance).....	65
6.3.2 Objective 2: To examine the relationship between Innovation capability and Individual job performance of insurance companies in Batticaloa district.....	65
6.3.2.1 Relationship between Innovation capability and Individual job performance. ....	65
6.3.4 Discussion of Hypothesis Testing.....	66
6.4 Chapter Summary .....	69
<b>CHAPTER -7.....</b>	<b>70</b>
<b>CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>70</b>
7.1 Introduction.....	70
7.2 Conclusions.....	70
7.2.1 First Objective of the Study .....	70
7.2.2 Second Objective of the Study.....	70
7.2.3 Third Objective of the Study.....	71
7.3 Contribution of the Study .....	71
7.4 Recommendations.....	71
7.5 Limitation of the Study .....	72
7.6 Future Research Direction .....	72
<b>LIST OF REFERENCE.....</b>	<b>73</b>
<b>(APPENDIX 01: The Questionnaires Used for the Study .....</b>	<b>83</b>