

**THE IMPACT OF SOCIAL SUPPORT ON EMPLOYEE
JOB PERFORMANCE MEDIATED BY INNOVATIVE
WORK BEHAVIOR IN BANKING SECTOR OF
BATTICALOA DISTRICT**

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ABSTRACT

This study explores the impact of social support on employee job performance mediated by innovative work behavior in banking sector of Batticaloa District. The research was conducted through a survey targeting employees from selected banks in the Batticaloa District of Sri Lanka. In recent years, organizations have increasingly recognized the importance of supportive work environment, implementing various strategies to promote workplace social support and employee job performance within the workplace. This study aims to examine how social support influences on employee job performance and to determine how it affects with the mediation of innovative work behavior in selected banks in Batticaloa.

In addition to this, the researcher identified the level of these variables, their impact, and relationship between them. Utilizing a sample of 278 banking employees, the study has conducted as quantitative with structured, closed-ended statements where respondents are expected to rate or agree/disagree on a predefined scale. Data were collected through structured questionnaires and analyzed using (SPSS 27.0 Version).

The results reveal a high level of social support, innovative work behavior and job performance among employees in selected banks in the Batticaloa District. Significant and positive relationships were identified between (1) social support and employee job performance, (2) social support and innovative work behavior, and (3) innovative work behavior and employee job performance. Furthermore, innovative work behavior was found to partially mediate the relationship between social support and employee job performance, highlighting its critical role in enhancing employee outcomes.

These findings underscore the importance of social support to enhance employee job performance though the effect of innovative work behavior. The study provides valuable insights for banking sector leaders, and HR practitioners aiming to cultivate a more supportive, innovative and adaptive workforce through social support and emphasizing the need to foster social support capabilities and support innovative work behavior to enhance employee job performance and organizational performance.

Keywords: *social support, innovative work behavior and employee job performance*

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