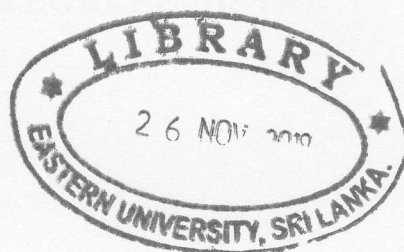


**WHAT EXTENT TEAM ORIENTATION IMPACT ON JOB  
PERFORMANCE OF OPERATIONAL LEVEL EMPLOYEES IN  
BRANDIX ESSENTIALS LTD IN KEGALLE DISTRICT**



By

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## ABSTRACT

In current competitive environment context, organizations face competitive challenges. Human resources regarded as the most crucial factor which directly affects the overall performance of the organization. One of the most important goals of an organization is to maximize employee performance in order to accomplish those goals. The performance of employees is crucial for any apparel factory, to compete with other factories in the field. Team orientation is very crucial factor to enhance job performance of the apparel sector.

There is a few empirical studies have been conducted with the team orientation and job performance of apparel sector. Hence, this study attempts to fill this knowledge gap. The objective of this study is to find out the impact of team orientation on job performance of operational level employees.

Primary data were collected from 267 operational level employees using questionnaires. The data were analyzed by using descriptive, correlation analysis and simple regression analysis. The results show that team orientation and also job performance level is high. The study reveals that there is a significant positive relationship between team orientation and job performance, team orientation and task performance and also team orientation and contextual performance. Team orientation has a positive impact on job performance. Hence it can come to the conclusion that team orientation is one of the factors that enhance job performance of the apparel sector.

**Keywords:** Team, Team Orientation, Job Performance, Task Performance and Contextual Performance.

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