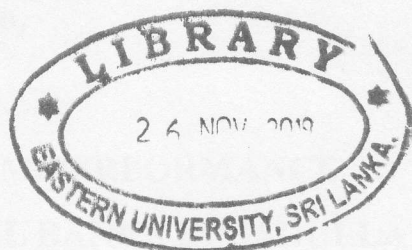


**TEAM ORIENTATION ON TEAM PERFORMANCE  
IN THE SELECTED COMMERCIAL BANKS IN BADULLA  
DISTRICT**



**BY**

**VAITHILINGAM SATHYAPRIYADHARSHENI**

**REG NO: EU/IS/2013/MS/26**

**INDEX NO: MS 1556**



A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree of Bachelor of Business Administration (BBA).

**DEPARTMENT OF MANAGEMENT  
FACULTY OF COMMERCE AND MANAGEMENT  
EASTERN UNIVERSITY, SRI LANKA**

**2019**

**PROCESSED  
MAIN LIBRARY, EUSL**

## ABSTRACT

The workplace environment keeps on changing, indicating its dynamic nature as well as unpredictability. Organizations require teamwork in collaborative work environments, and in general, the selected banks have formal and informal practices regarding team work and also promoting team work and team culture among their staff to flourish team orientation. The cultural transformation introduces team orientation as a powerful tool to reconfigure the human capital to become more productive. Hence, there is a need to identify the influence of team orientation on team performance. In addition to that, only few studies so far have been conducted to explore impact of team orientation on team performance of staff which show an empirical knowledge gap of the selected commercial banks in Sri Lanka. Hence, the main aim of this study is to emphasize the impact of team orientation on team performance of staff. In this study team orientation is consider as an independent variable and team performance consider as a dependent variable. A cross-sectional survey using structured questionnaire was used to collect data from to 157 staff in selected commercial banks in Badulla District and all the items in the independent and dependent variables were tested through reliability test to ensure the consistency of the scale. Univariate analysis was carried out and the results show staff have high level of team orientation and team performance. The correlational analysis was carried out and the result indicated there was a strong positive relationship between team orientation and team performance. The simple linear regression analysis was carried out and the results revealed that team orientation significantly and positively impact on team performance of staff. Moreover, the above stated empirical knowledge gap has been filled certain extent through these research findings in banking sector.

Keywords: Team, Team orientation, Team performance, Bank staff

## TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	I
ABSTRACT.....	II
TABLE OF CONTENTS.....	III
LIST OF TABLES AND FIGURE.....	VI
LIST OF ABBREVIATION.....	VIII
<b>Chapter - 1 INTRODUCTION.....</b>	<b>1-6</b>
1.1 Background of the Study.....	1
1.2 Research Problem.....	2
1.3 Research Questions.....	3
1.4 Research Objectives.....	4
1.5 Significance of the Study.....	4
1.6 Scope of the Study.....	5
1.7 The Organization of the Chapter.....	5
1.8 Chapter Summary.....	6
<b>Chapter - 2 LITERATURE REVIEW.....</b>	<b>7-16</b>
2.1 Introduction.....	7
2.2 Team and Team Working.....	7
2.3 Organizational Culture.....	9
2.3.1 Team Orientation.....	9
2.4 Models of Team Orientation.....	11
2.5 Team Performance.....	13
2.5.1 Dimensions of Team Performance.....	14
2.6 Relationship between Team orientation and Team Performance.....	15
2.7 Hypotheses of the Study.....	15
2.8 Chapter Summary.....	16
<b>Chapter - 3 CONCEPTUALIZATION AND OPERATIONALIZATION.....</b>	<b>17-21</b>
3.1 Introduction.....	17
3.2 Conceptualization.....	17
3.3 Team Orientation.....	18



3.4	Team Performance.....	19
3.5	Operationalization.....	20
3.6	Chapter Summary.....	21
<b>Chapter - 4 RESEARCH METHODOLOGY.....</b>		<b>22-32</b>
4.1	Introduction.....	22
4.2	Research Philosophy.....	22
4.3	Research Approach and Purpose of the Study.....	23
4.4	Research Strategy.....	24
4.5	Extent of Researcher Interference with the Study.....	24
4.6	Study Setting.....	24
4.7	Unit of Analysis.....	25
4.8	Time Horizon.....	25
4.9	Population and Sample Design.....	25
4.10	Methods of Data Collection.....	26
4.11	Methods of Data Analysis and Data Evaluation.....	28
4.11.1	Reliability and Validity Analysis.....	28
4.11.2	Univariate Analysis: Objective One.....	29
4.11.3	Bivariate Analysis: Objective Two and Three.....	29
4.12	Chapter Summary.....	32
<b>Chapter - 5 DATA PRESENTATION AND ANALYSIS.....</b>		<b>33-48</b>
5.1	Introduction.....	33
5.2	Analysis of Reliability .....	33
5.3	Analysis of Respondents Profile.....	34
5.3.1	Distribution of LCB.....	34
5.3.2	Sector of Bank Distribution.....	35
5.3.3	Distribution of Job Position.....	35
5.3.4	Age Distribution .....	36
5.3.5	Gender Distribution .....	36
5.3.6	Distribution of Work Experience.....	37
5.3.7	Educational Distribution.....	37
5.4	Data Presentation and Analysis of Research Objectives.....	38
5.4.1	Descriptive Analysis of Objective One.....	38
5.4.2	Analysis of Objective Two .....	43

5.4.3	Analysis of Objective Three.....	45
5.4.4	Overview of Overall results Summary.....	46
5.5	Chapter Summary.....	48
<b>Chapter - 6 DISCUSSION OF FINDINGS.....</b>		<b>49-55</b>
6.1	Introduction.....	49
6.2	Discussion of Personal Information .....	49
6.3	Discussion of Research Information.....	50
6.3.1	Discussion - Objective One .....	50
6.3.2	Discussion - Objective Two .....	54
6.3.3	Discussion - Objective Three.....	55
6.4	Chapter Summary.....	56
<b>Chapter - 7 CONCLUSIONS AND RECOMMENDATIONS.....</b>		<b>57-61</b>
7.1	Introduction.....	57
7.2	Conclusions of the Research Objectives .....	57
7.2.1	Conclusion for Objective One.....	57
7.2.2	Conclusion for Objective Two.....	58
7.2.3	Conclusion for Objective Three.....	58
7.3	Contributions of this Study.....	58
7.4	Recommendations.....	59
7.5	Direction for Future Research.....	60
7.6	Limitations of the Study.....	60
7.7	Chapter Summary.....	61
<b>LIST OF REFERENCES.....</b>		<b>62-72</b>
<b>APPENDIX – Questionnaire.....</b>		<b>73-75</b>
<b>APPENDIX – Outputs.....</b>		<b>76-84</b>