

**THE JOINT IMPACT OF PERCEIVED INFLUENCE AND  
SUPERVISOR SUPPORTIVENESS ON EMPLOYEE  
INNOVATIVE BEHAVIOR OF BANKS IN BATTICALOA**



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## ABSTRACT

Sri Lankan banks are competing to become edge over other banks as well as to achieve their business goals. Banking sector is generally considered as innovative sector because everyday banks are trying to introduce new innovative products and services to their customers. The aim of this study is to identify the joint impact of perceived influence and supervisor supportiveness on employee innovative behavior of banks in Batticaloa. An empirical gap has been observed regarding the joint impact of supervisor supportiveness and perceived influence on employee innovative behavior in the banking sector. The primary data were gathered from 150 employees from selected six banks through self-reported questionnaires and analyzed using descriptive statistics, correlation and regression analysis in order to find the results of study objectives. The research found that there is strong positive relationships among perceived influence, supervisor supportiveness and employee innovative behavior. And also the research found that perceived influence and supervisor supportiveness jointly impact positively on employee innovative behavior. In which supervisor supportiveness is the major factor affects the joint impact. The study can positively contributes as a strategy level document in formulating human resource policies in banks. Therefore, the findings of this study have importance in relation to promoting employee innovative behavior when designing an organization.

**Key words:** *Employee innovative behavior, perceived influence, supervisor supportiveness*

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