

The Impact of Workplace Bullying on Employee's Intention to Quit: With Special Reference to one of the Leading Sales and Distribution Company in Sri Lanka

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The purpose of this study was to investigate the impact of workplace bullying on employee's intention to leave in the context of sales representatives in one of a leading sales and distribution company in Sri Lanka. Additionally, this study examines the moderating effect of Perceived Organizational Support (POS) in between the concepts of workplace bullying and employee's intention to quit. This study is a quantitative study and carried out following the deductive approach. Meanwhile, this study is used 63 sample of sales representatives for the study. Moreover, this study is used random sampling technique as the sampling technique of the study. Survey strategy was used and standard pre tested questionnaire was used to gather data. First hypothesis was tested using regression analysis. It was identified that there was a positive significance impact between the workplace bullying and employee's intention to leave within the study context. Afterwards, moderator was analyzed using the Moderator Multiply Regression (MMR) and POS was not identified as the moderator in the relationship between the workplace bullying and intention to leave in current context. Thus, Hypothesis 2 was rejected. Even though studies exist in relation to these constructs, limited number of studies have been done considering the Sri Lankan context. Hence, present study fulfills the research requirements within Sri Lankan context and proven theory of unfolding model can be applied in the Lankan context as well.

Keywords: *Workplace Bullying, Intention to Leave, Perceived Organizational Support (POS)*

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