

## **Impact of Idiosyncratic Deals on Innovative Work Behavior of Managers of IT Sector in Sri Lanka**

Asheni, H. A. N.<sup>1</sup> and Janadari, M. P. N.<sup>2</sup>

The main purpose of this study is to study the impact of idiosyncratic deals on innovative work behavior among managers of IT sector in Sri Lanka. This was conducted as a cross-sectional, quantitative explanatory field study the sample of 180 managers in IT companies located in the Colombo district of Sri Lanka. Preliminary data were collected through a standard questionnaire that met acceptable validity and reliability. The collected data were tested using SPSS (version 26). To interpret data analyzed and to obtain the result graphical charts, descriptive statistics, histogram, linearity, correlations, simple regression analysis, residual analysis, and independent sample T-test were used. The present study finds that Idiosyncratic deals are the strongest impact on innovative work behavior among managers of the IT sector. Analyzed results show a positive impact of task ideals, flexibility ideals, development ideals, financial ideals on innovative work behavior among managers. Furthermore, this study raises the IT companies to look at employee ideals on innovative work behavior in a more serious and holistic approach. The finding of the study, it is evident that idiosyncratic deals improve IWB among managers of the IT sector in Sri Lanka.

**Keywords:** *Development Ideals, Financial Ideals, Flexibility Ideals, Idiosyncratic Deals, Innovative Work Behavior, Task Ideals*

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<sup>1</sup> Undergraduate, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [nilkaasheni96@gmail.com]

<sup>2</sup> Senior Lecturer, Department of Human Resource Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka [njanadari@kln.ac.lk]