

IMPACT OF PERCEIVED ORGANIZATIONAL SUPPORT ON ORGANIZATIONAL COMMITMENT: A STUDY OF EXECUTIVES IN A LEADING MANUFACTURING COMPANY IN SRI LANKA

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This research aimed to analyze the impact of Perceived Organizational Support (POS) on Organizational Commitment (OC) of the executive-level employees of a manufacturing firm in Sri Lanka. Today it is important to ensure commitment from employees to enhance organizational performance, especially for manufacturing companies depending on employee commitment in the global economy. Based on SET, the research aims to find out the relationship between employees' perception of their organization's support of their commitment, both affective, normative and continuance. From the research, the study found it suitable to adopt a quantitative research method in which the data was collected through self-developed questionnaires administered to 150 randomly selected executive employees of the organization. Three hundred questionnaires were distributed, and one hundred and ten were returned and considered valid. The statistical analysis used in this study was by means of built-in software SPSS for descriptive, correlational and regression analysis. This study establishes the importance of perceived organizational support as a cognitive process of encouraging organizational commitment as a strategic management tool. It is thus clear that by engaging with the support mechanisms to meet the needs of human resources, organizations foster organizational commitment, hence sustainable competitive advantage.

Keywords: *Employee Engagement, Employee Retention, Job Satisfaction, Social Exchange Theory, Organizational Commitment (OC), Organizational Culture, Perceived Organizational Support (POS), Manufacturing Industry*

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