

IMPACT OF WORKPLACE BULLYING ON JOB ATTITUDES IN SELECTED COMPANY IN APPAREL INDUSTRY

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Employee turnover and negative attitudes towards the workplace have become a major problem in the current apparel industry. This research investigates the impact of workplace bullying on job attitudes, namely workplace deviance, organizational citizenship behavior, and turnover intention, within the apparel industry in Sri Lanka. In this quantitative, cross-sectional study, data from 140 machine operators were collected using a structured questionnaire and analyzed with the use of SPSS. The results showed significant relationships where workplace bullying positively influenced workplace deviance and turnover intention, while negatively affecting Organization citizenship behavior. This study therefore calls for proactive anti-bullying policies and workplace training to realize respectful and supportive work cultures. Limitations include reliance on self-report data, however, this study provides actionable findings for policy makers and HR professionals. Future research should investigate other leadership styles, other mediating factors, and contexts from different industries to better understand the dynamics of workplace bullying and job attitudes.

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