

The Impact of Job Involvement on Job Hopping of Marketing Employees of “Y” Generation in Telecommunication Sector in Sri Lanka

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The main purpose of the study is to examine the impact of the job involvement on job hopping of marketing employees of “Y” generation in telecommunication sector Sri Lanka. Further, this study examines the moderate impact of organizational commitment on the relationship of job involvement and job hopping. This is a quantitative, cross sectional study which was carried out as an individual level study with a sample of 100 marketing employees, whose age range is 24-38 (Y generation). Survey strategy was followed and self-administered pre tested questionnaires were used to collect data. The study revealed that there is a negative relationship between job involvement and job hopping and organizational commitment significantly moderates the impact on the relationship of job involvement and job hopping. This study will significantly help managers to identify how to reduce job hopping of employees by increasing job involvement and organizational commitment.

Keywords: *Job Involvement, Job Hopping, Organizational Commitment*

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