

## **JOB CRAFTING AND EMPLOYEE WORK ENGAGEMENT: A STUDY OF THE APPAREL INDUSTRY IN GAMPAHA DISTRICT, SRI LANKA**

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The apparel industry plays a crucial role in the Sri Lankan economy, contributing significantly to employment and export revenues. However, most research has focused on operational-level challenges, leaving a gap in understanding the issues faced by executive-level employees. This study aims to examine the role of job crafting in enhancing employee work engagement within the apparel industry, specifically in Sri Lanka's Gampaha District. The study utilizes the Job Demands-Resources (JD-R) model and investigates the relationship between job crafting and work engagement, moderated by job fit. Four major apparel companies in the Gampaha District with 248 executive and above employees as participants. A simple random sampling method was used to select the sample, and data analysis was performed using SPSS and Excel, employing Exploratory Factor Analysis (EFA). The findings aim to provide insights into improving employee engagement and satisfaction in the industry.

When building the findings in this study, can conclude there is a positively relationship between job crafting and employee work engagement. It means job crafting positively effect for the employee work engagement. When consider moderator, it is concluded that job fit significantly moderate the relationship between job crafting and work engagement. There for this study recommended for the executive and above executive employees in mentioned four apparel companies. Moreover, it is recommended methods for managers to the conduct job crafting and improve work engagement.

***Keywords:*** *Job crafting, Job fit, Work engagement*

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