

Antecedents of Promotion Acceptance Behaviour: A Study referring to an Identified Managerial Category of Ceylon Electricity Board

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It is commonly recognized that promotions motivate employees. An identified operational level managerial category of Ceylon Electricity Board has a dilemma in accepting the promotions offered. Although there are adequate number of employees qualified to apply for promotions, they intentionally spring back the opportunities. This problem has created many hitches to management to design the career pipeline and succession plan in human capital in-house. Thus, the study focuses on the problem of "Why don't employees in Electrical Superintendent category not accepting promotions in Ceylon Electricity Board?" Previous studies discuss there are several factors to determine the promotions acceptance behaviour. The objective of this research is to study the impact of expected benefits and fair policies and procedures on promotion acceptance behaviour in Ceylon Electricity Board. Expected benefits of employees is twofold, namely financial benefits and non-financial benefits. This study argues there is a moderating effect of Fair Policies & Procedures to the relationship between the expected benefits and the acceptance behaviour. The measurements were developed based on previous studies done. Fair policies and procedures will be measured using Price & Muller's Distributive Justice Index. A categorical question (Answer Yes = "Accepted", and No = "Rejected") was used to measure the promotion acceptance behaviour of employees and open ended questions were used to find out reasons for their selection. Sample (n=50) will be taken from superintendent category of Ceylon Electricity Board. The study will explain this issue, assess the impact of each factor affecting the behaviour and provide managerial implications in order to sort this out in future.

Keywords: *Promotion Acceptance Behaviour, Fair Policies, Financial Benefits, Non-Financial Benefits, Fair Policies*