

# A Study On The Assessment Of Skill Set As An Enhancement Tool For Organisation Citizenship Behaviour (Ocb) And Job Satisfaction For Women Employees In Retail Stores At Kanniyakumari District

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**Abstract:** Several research have been conducted in recent years to better understand women's job satisfaction and organizational citizenship behavior (Mirabizadeh & Gheitasi, 2012). Women's retail productivity and company profits are impacted when they are unhappy in their jobs and leave the industry. This research set out to answer the question, "Is there a correlation between women's retail workers' Organizational Citizenship Behavior (OCB) and their job satisfaction (JS)?" Discretionary actions have a substantial impact on performances but are rarely taken into account in evaluations, so this was a key motivation for the study. The study found a strong correlation between female workers' civic engagement and their contentment in the workplace. The purpose of this research is to investigate whether or not female workers' levels of job satisfaction inside a company correlate with their levels of organizational citizenship behavior. Assessment of abilities is being examined as a method for fostering better corporate citizenship.

**Keywords:** Organisational Citizenship Behaviour, Job Satisfaction, Skill Set

## 1. Introduction

"Organizational citizenship behavior" (OCB) refers to all the positive and helpful activities and behaviors that employees take outside of the scope of their official duties. Any act of compassion toward one's employees or the company as a whole is appreciated. Participation in OCB is not a condition of employment or necessary for employees to carry out their duties. In 1988, Dennis Organ was the first to define organizational citizenship behavior as "individual behavior that is not rewarded by a formal reward system but which, when combined with the same behavior in a group, results in effectiveness".

### 1.1 Types of organizational citizenship behavior

The five most common organizational citizenship behaviors, according to Organ, are:

- **Altruism** – When one worker assists another without expecting anything in return, we see altruism in action. Taking on (at least) a portion of a coworker's overwhelming assignment or volunteering to help clean up the cafeteria after an internal business function are two easy ways to demonstrate selflessness on the job. Workplace altruism has been shown to improve productivity, production, and employee morale.
- **Courtesy** – Being courteous entails showing respect and deference to other people, including one's coworkers. It's appropriate to show interest in what someone has to say at work by asking questions regarding (personal) topics they've already discussed. Examples include greeting a coworker with "good morning" and asking about their weekend, children, or current projects.

- **Sportsmanship** – Sportsmanship can be defined as the trait of accepting defeat with dignity in the workplace. Being resilient is keeping one's cool when things don't go as planned or when one is confronted with an unexpected difficulty. The employee who steps in to cover for a coworker who is out for a few weeks with a broken leg shows great sportsmanship in the workplace. This worker has taken on a lot more work without complaining to her peers about it because she knows it is just temporary and she is acting in the team's best interests.
- **Conscientiousness** – Having control and self-discipline beyond what is really necessary is what we mean when we talk about conscious behavior. This calls for employees to go above and beyond the typical workplace expectations of punctuality and deadline observance. For instance, before leaving on a trip, they could get ahead of things at work so that their colleagues aren't swamped. Having the self-discipline to get up and get the job done even when there is no management present to nudge you is an example of a skill useful in a remote work setting. Being vigilant also requires knowing when something must be accomplished, even if it means staying late at the office.
- **Civic virtue** – The degree to which an individual upholds the reputation of the company for which they work is indicative of their civic virtue. It refers to a worker's willingness to assist their employer outside of the scope of their official responsibilities. How do people describe the company to their loved ones, for instance? Company-sponsored charity races, fund-raisers, and group (semi-)marathon training are all great ways for employees to show their civic virtue. Organizational citizenship activity characterized by civic virtue fosters a feeling of belonging and solidarity among its members. Both job satisfaction and productivity rise as a result.

## 1.2 Objectives of the study

- To learn more about the demographics of the responders
- To examine the link between good corporate citizenship and contentment in one's job by means of a correlation analysis and a T test.
- Based on the research performed, draw conclusions, make recommendations, and identify key results.

## 2. Review of literature

Organizational citizenship behavior (OCB) has been studied extensively, and as a result, more than 30 distinct types of OCB have been identified (Podsakoff, Whiting, Podsakoff, & Blume, 2009). Antecedents of OCB at the organizational level include human resource activities, decreased costs, increased productivity, transformational leadership, culture, and customer satisfaction, among others. Antecedents of OCB at the individual level include job satisfaction and embeddedness, employee engagement, organizational commitment, and self-efficacy. Every one of these precursors boosts OCB, which in turn improves the antecedents it influences. The roots of good corporate citizenship

According to research by authors like Cho & Ryu (2009), Huang, You, & Tsai (2012), Sridhar & Thiruvankadam (2014), and others, job satisfaction is a significant predictor of employee engagement, investment, and extra effort on the job. Zheng, Zhang, and Li (2012) found that compliance and commitment to one's organization, especially emotional commitment, go hand in hand with altruism.

People who believe in themselves more are more inclined to pursue interests outside of their jobs, as stated by research by Brown, Hoyer, and Nicholson (2012). According to Fu, Flood, Bosak, Morris, and O'Regan (2013), OCB is positively affected by employees' opinions of the organization's fairness and the justice of human resource operations, notably the appraisal and reward of employees' work performance.

Employees are inspired to do their best work and find purpose in their careers when they are led by transformational leaders and the organization's values reflect their own needs, beliefs, and goals (Milliman, Czaplewski, & Ferguson, 2003). Higher OCB, as reported by Ocampo et al. (2018), motivates both employees and employers to increase OCB and enhance HR policies and procedures. In addition to cutting expenses, it boosts output, efficiency, and satisfaction levels among clients. Most studies have already shown that OCB improves organizational performance because employees volunteer for these tasks out of a sense of loyalty to the company rather than because they are required or financially compensated for doing so.

### 3. Methodology

**Research type:** Descriptive research design is adopted for the present study

**Sample size:** 50

**Data collection**

Primary data of the study has been collected through structured questionnaire and the secondary data has been collected from books, magazines, journals, theses and the like

**Statistical tools used**

Appropriate statistical tools like correlation, T test etc have been used in this study

**Area of research**

Women employees of retail stores are in Kanyakumari district.

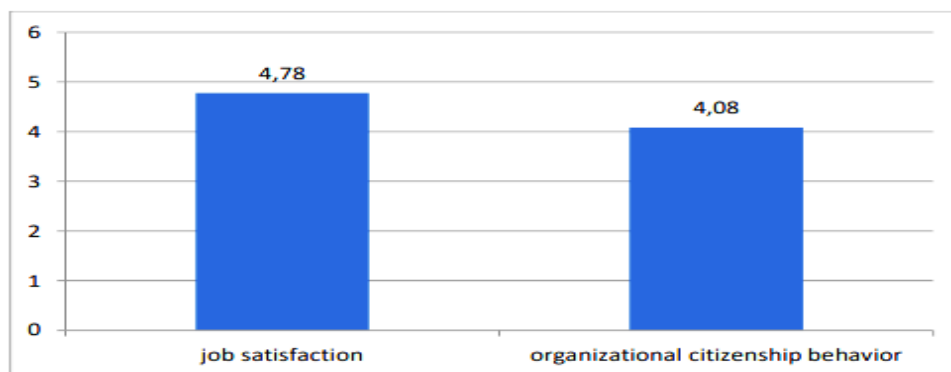
### 4. Findings of the study

#### 4.1 Socio economic profile

Only women employees have been taken for the study. Majority of the respondents hails from rural area, they are in the age group of 25 to 35 years , with a monthly income of 15,000 to 25,000 . they are married and lives in a neutral family. They have HSE as their qualifications with 5 to 10 years work experience

#### 4.2 Difference between job satisfaction and organizational citizenship behavior of the women employees at the Retail stores

The scale went from 1 to 6 for the "job satisfaction" section of the questionnaire, and from 1 to 5 for the "organizational citizenship behavior" section. Scales were used to measure the questionnaire's variables. For statistical purposes, we calculated an overall measure by averaging all relevant replies to each item on each scale. Standard deviation for the "job satisfaction" scale was  $Sd = 0.644$ , whereas for "organisational citizenship behavior" it was  $Sd = 4.085$  and mean = 4.787.



**Fig.1.** Difference between job satisfaction and organizational citizenship behavior among total sample.

#### 4.3 Correlation between Job Satisfaction and Organizational Citizenship Behavior, according to Staff Meeting Participation

Items a-d in the relevant question (Part C, Question 4 in the questionnaire) were combined as "Participate in staff meetings" as opposed to item e, which was defined as "do not participate in staff meetings" to analyze the correlation between job satisfaction and organizational citizenship behavior and attendance at staff meetings. For each subset, we calculated the two-tailed Pearson's correlation coefficient using "participation in staff meetings" as the constant intervening variable. A favorable and statistically significant connection ( $r(85) = 0.746$ ,  $p 0.01$ ) was found between "job satisfaction" and the percentage of responders who regularly show up to staff meetings.

Attending staff meetings and actively contributing to group deliberation and decision-making strengthens the aforementioned association.

#### 4.4 Results of T Test

A t-test of independent variables indicated a statistically significant difference between the two groups on the "job satisfaction" scale, with those who regularly attend staff meetings reporting higher levels of satisfaction with their jobs than those who rarely do so.

#### 5. Conclusion

The interdependencies among the OCB factors were discovered through the use of a correlation analysis. Women of different ages and levels of office participation had different conceptions of what an OCB constituted in the context of professional growth. Women are more likely to engage in corporate citizenship activity when they report higher levels of job satisfaction, according to a study published in the *Journal of Applied Psychology*. The results are in agreement with those observed by Brown (1993), who discovered a positive connection between the two variables.

The study's findings can be used by firms to create strategies that encourage and support female employees. Job assessments should be conducted on a regular basis with female employees in a variety of roles to refresh the examination of role content, discover opportunities for growth, and plan for any necessary mobilization or promotion. Employee morale, collaboration, and productivity will all rise as a result.

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