

A Study On Organisational Citizenship Behaviour In It Sector

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ABSTRACT

The article examines the phenomena of corporate citizenship behavior from the time the idea first emerged in the literature to the present, as well as its definition and evolving characteristics. The relationship between organizational citizenship behavior (OCB) and concepts like courtesy, altruism, conscientiousness, civic virtue, and sportsmanship is also examined, as is how it relates to organizational culture, attitudes, and values. This analysis of the factors influencing OCB in the Chennai IT industry will help organizations focus on increasing employee productivity and, as a result, their overall performance. The purpose of the study is to investigate the connection between the aforementioned five parameters and OCB in the IT Sector. The information had been collected using a standardized questionnaire. 100 people made up the sample, and it was drawn using stratified random sampling. The result of this study is measures positively influence the employee's organizational citizenship behaviour.

Key words Organisational citizenship behaviour, Courtesy, Altruism, Conscientiousness, Civic Virtue, Sportsmanship.

INTRODUCTION:

This essay argues that organizational citizenship behavior (OCB), a crucial but frequently understudied topic of business education, deserves more attention. OCB has been characterized as individual discretionary conduct that contributes to the efficient operation of the organization overall but is not immediately or overtly acknowledged by the formal incentive system. In the past ten years, one of the most crucial issues for employers has been motivation. Now that the globe has advanced significantly and the market is saturated with high-quality goods and services, human resources provide the best chance of gaining a competitive edge. What inspires humans has been defined by several writers. The human aspect has long been disregarded as irrelevant. To create room for the advancement of technology, people were pushed aside. But as we all know, without humans, technology would just be a collection of iron.

There are specific behaviors that an employee must exhibit when working for the company in order to uphold the laws and regulations of the business. Employees occasionally engage in actions beyond what is required of them, though. This type of conduct is referred to as organizational citizenship behavior (OCB). The term "OCB" stands for additional role behavior. It is behavior that goes above and beyond the call of duty and outside the bounds of the law, rules, and regulations.

Organ (1988) defined organizational citizenship behavior (OCB) as an individual behavior that is discretionary and not immediately or explicitly recognized by formal incentive systems. The notion of OCB was first introduced and investigated in the US. Altruism, civility, sportsmanship, conscientiousness, and civic virtue are five behavior characteristics that make up the OCB concept and are all essential for effective organizations and boosting their efficacy. However, Barnard (1938), with his notion of

cooperation, is credited with creating the idea. Another study (Katz, 1964; Katz and Kahn, 1978) distinguished between reliable role performance and inventive and spontaneous behaviors.

According to Organ (1988), an individual's discretionary behavior is one that is not immediately or overtly acknowledged by the formal reward system. According to Begum (2005), OCB refers to a collection of discretionary behaviors that go beyond what is necessary for a certain work.

According to Krishnan and Arora (2008), organizational citizenship behavior (OCB) is a discretionary behavior that improves organizational success by assisting coworkers, managers, and the organization. According to Chahar (2019), OCB refers to an employee's attitude for the organization while going above and beyond the call of duty for the current work. The flexible work place design, telecommuting, job sharing, flexible timetables, vacation time, and facilities were recommended by Koon and Chong (2018).

REVIEW OF LITERATURE

Muhamad Amar 2023, The objective of this quantitative study, which uses organizational citizenship behavior as a mediating variable for startup workers in Jakarta, is to examine the impact of transformational leadership and cyberloafing on employee engagement. The study's sample consisted of Jakarta startup workers. Purposive sampling is a method of sample collection that uses non-probability sampling. 96 individuals completed questionnaires to provide the study's data. SmartPLS is used as the analytical tool in this investigation. According to the findings of this study, organizational citizenship behavior is positively and significantly impacted by transformational leadership. (2) The organizational citizenship behavior is positively and significantly impacted by cyberloafing. (3) Corporate citizenship practices affect employee engagement. (4) Employee engagement is influenced by transformational leadership. (5) Employee engagement is unaffected by cyberloafing.

Işık, Ali. (2021). Within the context of job satisfaction, emotional commitment, and demographic characteristics, this study tried to explore the factors influencing the organizational citizenship behavior (OCB) of English instructors in Turkish state high schools. Descriptive statistics and hierarchical regression were used to examine the data, which were obtained by a questionnaire distributed to 269 English instructors. The results showed that the English instructors had above-average levels of work satisfaction, emotional commitment, and OCB. Additionally, emotional commitment and work satisfaction predicted OCB. Demographic variables and OCB were not found to be significantly correlated. The findings revealed a favorable link between demographic characteristics and both emotional commitment and work satisfaction. The results indicate that OCB can be a key factor in improving English instructors' effectiveness, which will ultimately result in improved language instruction. According to the study, in order to improve English language instructors' effectiveness, it is necessary to investigate non-methodological aspects that affect their actions and output.

Ndoja, K., Malekar, S. et al. proposed in 2020 Sustainability and profitability are fundamentally dependent on organizational performance. Measurements of effectiveness include profit margin, cost-cutting measures, volume of output, efficiency, and organizational citizenship behavior (OCB). The willingness of an employee to carry out duties that aren't formally and explicitly demanded by the employer and don't have any formal or explicitly stated financial compensation from the contractual relationships is known as OCB. This arbitrary behavior is always connected to an improvement that the organization perceives. The review spans the previous three decades of study and advancement in the literature on organizational citizenship behavior and with a particular emphasis on works published between 2010 and 2019. According to research, the primary outcomes of OCB include compliance, altruism, organizational justice related to a fair workplace, perceived organizational support (POS) related and enhanced by a higher level of collectivism, power distance, and the avoidance of uncertainty;

procedural justice (PJ); transformational leadership (TSL); and the psychological contract (PC). By conducting a critical examination, this study will help academics, businesses, and the general public grasp the notion.

In a research published in 2018, Darmanto and Yuliari sought to determine the impact of organizational learning (OL), behavior, and transformational leadership (TSL) on organizational commitment (OC). It was investigated how OL and transformational leadership (TSL) behavior affect OCB. PLS-SEM, or partial least square structural equation modeling, was used to analyze the data. The T statistic of the three variables (transformational leadership - TL, organizational learning - OL, and organizational commitment - OC) was greater than 1.96; all of the coefficients of the results are positive (0.212 0.445). Three variables had p values lower than 0.05.

In the present, highly competitive world, where firms are searching for people who can aid them in obtaining competitive advantage, OCB may be of assistance, according to Ms. T. Subha's 2018 research. The ultimate purpose of OCB is to have all workers strive toward attaining the organization's goals rather than just doing their jobs, making it crucial for an organization's smooth operation. It is described as discretionary individual behavior. Organizational citizenship behavior (OCB) is a phrase that refers to anything that employees do voluntarily that is helpful to others and advantageous to the business. As task performance is connected to (OCB), employees who participate in OCB regularly may not always be the best performers, but they are the ones who are known to "go the extra mile" or "go above and beyond" the least efforts necessary to produce a simply adequate job. According to the report, OCB is currently poised to become a significant and unique management paradigm with wide-ranging effects and ramifications on how each employee interacts with their organization.

OBJECTIVES OF THE STUDY

- To identify the influence of Courtesy, Altruism, Conscientiousness, Civic Virtue, Sportsmanship and Organisational citizenship behaviour

RESEARCH METHODOLOGY

Sample Size and Data Collection

Both primary and secondary data are used in the current study project. The core data are the opinions of the employees of chosen IT organizations in the sample, while the secondary data include articles, journals, publications, and books pertinent to the research subject. The personnel for the sample are chosen from IT chemical industries based in Chennai, Tamil Nadu's industrial districts.

The researcher conducted a pilot survey to determine the validity of the scale used in the questionnaire before moving forward with the main study. With a sample of 20 respondents, the pilot survey was conducted. For each measuring scale, the Cronbach alpha coefficient was computed after reliability/item analysis was performed on the data collected from 20 respondents.

Pilot Study

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TABLE 1

S. No	Measurement Scale	Cronbach Alpha Co-efficient
1	Courtesy	0.856
2	Altruism	0.879
3	Conscientiousness	0.961
4	Civic Virtue	0.789
5	Sportsmanship	0.899

Cronbach's alpha reliability

The Cronbach's alpha reliability coefficient normally ranges between 0 and 1. The closer coefficient is to 1.0 the greater the internal consistency of the items in the scale and vice versa. George and Mallery (2003) provide the following rules of thumb: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable”. The calculated values of Cronbach alpha coefficient for all measurement scales are reported in above table.

The table 1 shows that the computed Cronbach alpha coefficients for conscientiousness, sportsmanship, altruism, courtesies, and civic virtue were all 0.961, 0.899, 0.879, 0.856, and 0.789 respectively. Measures have a high degree of dependability. This means that every item used to gauge conscientiousness, sportsmanship, altruism, courtesy, and civic virtue falls within a reasonable range of dependability. In other words, all measurement instruments are extremely accurate and internally consistent.

Data Analysis

- **H₀:** There is no significant influence of Courtesy, Altruism, Conscientiousness, Civic Virtue, and Sportsmanship with Organisational citizenship behaviour.

Model Summary

Model	R	R Square	Adjusted R Square	F	Sig.
1	0.992*	0.982	0.968	2596.8	0.000 *

Source: Primary data computed;

*significant at one percent level.

The analysis of a statistical connection between two or more variables is known as regression. The goal of the current study's simple regression is to look at and pinpoint the variables that affect organizational

citizenship behavior. The regressors Courtesy, Altruism, Conscientiousness, Civic Virtue, Sportsmanship, and Organizational citizenship behavior were used as influencing factors for this study.

The Organization Citizenship Behavior is the dependent variable, often known as regresses. From the informants, these ratings for these factors were obtained. A logical progression from two variable regression analyses is the regression analysis. Regression analysis' primary goal is to relate changes in one variable—referred to as the dependent variable—to changes in one or more other variables—referred to as the independent variables.

Table 4.9

Model Summary

Predictors: (Constant), Courtesy, Altruism, Conscientiousness, Civic Virtue, and Sportsmanship with Organisational citizenship behaviour.

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0.331	0.031		-3.452	0.000
Courtesy	0.338	0.019	0.304	2.186	0.000
Altruism	0.452	0.012	0.286	31.169	0.000
Conscientiousness	0.354	0.012	0.111	27.322	0.000
Civic Virtue	0.254	0.031	0.311	6.014	0.000
Sportsmanship	0.324	0.042	0.235	3.545	0.000

a. Dependent Variable: Organization Citizenship Behaviour

Interesting facts include the adjusted R square value of 0.982 and the F statistic value of 2596.8 with a significance level of 0.001. Since p is equal to 0, the F value is significant, indicating that the model fits the data well. Regression coefficient values and t static values with p are also provided. According to the table, as the matching p-values are less than 0.05, the traits of courtesy, altruism, conscientiousness, civic virtue, and sportsmanship with organizational citizenship behavior fulfillment exhibit significant regression coefficients. Therefore, the importance of civic virtue, sportsmanship, altruism, conscientiousness, and courtesies in organizational citizenship behavior is enormous.

The effect of courtesy, altruism, conscientiousness, civic virtue, and sportsmanship on organizational citizenship behavior in the IT industry is seen in the table above. Here, organizational citizenship behavior

is regarded a dependent variable, whereas measurements of courtesy, altruism, conscientiousness, civic virtue, and sportsmanship are considered independent factors.

The regression equation suggests that the organizational citizenship behavior in the IT industry is favorably influenced by the measures of courtesy, altruism, conscientiousness, civic virtue, and sportsmanship.

CONCLUSION AND DISCUSSION

OCB is discussed in this chapter as a relatively young and developing subject of research. After a thorough analysis of the OCB literature and summation, this research for the first time defines five subtypes of OCB. After all is said and done, it can be concluded that any strategy that may increase employee organizational citizenship behavior would undoubtedly enhance organizational performance and productivity. Like any other activity an individual chooses, strengthening organizational citizenship behavior is necessary to be fostered. Then, based on the degree of voluntariness of OCB, which has traditionally been considered as workers' voluntary and positive conduct, this study creates an OCB continuum. This document has a number of restrictions. First of all, we've merely selected a few lonely tech organizations. Finally, this essay compares and contrasts the possible advantages of OCB for businesses and employees.

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