



A STUDY OF CIVIC VIRTUE IN ORGANISATION CITIZENSHIP BEHAVIOUR IN EMPLOYEES IN MUMBAI CITY

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Abstract

Organisational behaviour is important for the progress of the company. The paper deals with the sides of Civic Virtue in organisation citizenship behaviour. Civic Virtue deals with policies of organisation followed by the employees. The author has discussed literature review related to Organisational Citizenship Behaviour. The research methodology adopted was basic descriptive study. The findings of the data were analysed. The paper concludes with civic virtue has impact on following the rules by the employees and is also one of the important part of OCB.



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Introduction

Organisational Citizenship Behaviour is the voluntary behaviour of the employee with several variables. One of the variables of Organisational Citizenship Behaviour is civic virtue. The employees with qualities of Civic Virtue will behave following proper rules and regulations, procedures and policies of organisation. Civic virtue leads to overall systemic flow of the activities in the company.

Literature Review

1)When teachers go the extra mile: Foci of Organisational identification as determinants of different forms of organisational citizenship behaviour among school teachers., Christ, Oliver, Dick, Rolf Van, Wagner, Ulrich, British Journal of Educational Psychology; September 2003, Vol. 73 Issue 3, p329-341.

Psychological variables should play an important role in determining teachers' involvement in behaviours not directly or formally forced by contracts. Organisational identification as proposed from the Social Identity Approach is examined as a possible determinant of organisational citizenship behaviour (OCB) among schoolteachers.

Aim. The aim of the present study was to explore the relationships between different foci of organisational identification and different forms of OCB in schools.

Sample. Data sets of altogether 447 German school teachers who filled in all relevant items in a cross-sectional questionnaire are used for analyses in the present study.

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Methods. Standardised questionnaires measuring organisational identification and OCB were administered. Results Exploratory and confirmatory factor analyses revealed the proposed foci of identification (i.e., career identification, team identification, and organisational identification), as well as different forms of OCB (i.e., OCB towards the own qualification, towards the team, and towards the organisation). Structural equation modelling supports the main hypothesis that foci of identification relate differentially to forms of OCB.

Conclusions. The results emphasise the importance of organisational identification as a determinant of OCB in schools. Practical implications are discussed.

2)The antecedents and consequences of Organization Citizenship Behaviour (OCB) : A conceptual inquiry, Saurabh Kumar Srivastava, Anil Kumar Gope, Management insight, SMS Varanasi, Vol. xi, no. 2; December 2015, ISSN 0973-936x, pp 51-56.

The study confirms that the positive influences of OCB extend not only to the behaviors of individual employee but also to the overall performance of the organization.

Consequences of Organization Citizenship Behaviour (OCB)

The author has discussed the findings of various authors on the organisational effectiveness, productivity and efficiency. The benefits are also to the other organisational areas like customer satisfaction, employee turnover, organisational performance, and service quality.

Conclusion

There is almost agreement that OCB positively affects employee behaviour and, in turn, organizational performance. The main implication of the current study is that knowing the antecedents managers could be better able to foster employees' OCB. Apart from the traditional measures of employee productivity, it is important for managers to monitor that set of work behaviours that goes beyond the role description but also are important contributors to the effectiveness of the organization.

3)Assessing the Impact of the Predictors of Organisational Citizenship Behaviour in the Hospitality Industry in Zimbabwe, Maxwell Sandada, Fortunate Zungu, EuroEconomica, Vol. 35, No. 1 (2016), Sandada.

The results of this research paper indicate that the individual, organizational and leadership characteristics are significant predictors of OCB. However, task characteristics emerged as an insignificant factor to OCB. The findings of the author have implications to hospitality management in Zimbabwe where they advise to make efforts of ensuring proper individual, organizational and leadership characteristics among employees and management so as to

enforce OCB. The study is important for managers in the hospitality industry. The author believes that there is need for the hospitality industry to enforce proper Individual characteristics, Organisational Characteristics and Leadership Characteristics in order to enhance OCB. The characteristics of this nature may lead to OCB through altruism, courtesy, conscientiousness, civic virtue and sportsmanship. Therefore, the researcher recommends that management invest in ensuring OCB in firms as its benefits outperform the costs and disadvantages of implementing it.

Hypothesis

- 1)The civic virtue has impact on following rules by employee.
- 2)The civic virtue improves the Organisational Citizenship Behaviour.

Research Design

Sampling: 20 samples were selected for study.

Data Collection:

Primary data: Questionnaire method was used to collect primary data.

Secondary data: Internet was used to collect data form secondary sources.

Research design: The study was descriptive study.

Findings

- 1)62% Agreed and 38% Disagreed that civic virtue is important as employee in the organisation.
- 2)97% Agreed and 03% Disagreed that civic virtue will improve Organisational Citizenship Behaviour.
- 3)80% Agreed and 20% Disagreed that they are aware of the policies of organisation.
- 4)79% Agreed and 21% Disagreed that due to civic virtue the employees follows rules.
- 5)40% opted for policies of the company, 40% opted for the procedures and 20% opted for the other factors while comparing each other.

Conclusion

- 1)The civic virtue has impact on following rules by employee.
- 2)The civic virtue improves the Organisational Citizenship Behaviour.

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