

The Impact of Individual Values on Employee Commitment with special reference to City Cycle Industries (Pvt.) Limited, Panadura

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In this competitive business world, committed employees are essential to achieve the organizational success. However, retaining a commitment employee is still challenging for many organizations all over the world. Existing literature highlights the importance of studying individuals' values on employee commitment. Therefore, the purpose of this study was to examine the impact of each dimension of individual values which are, value of openness to change, value of conservation, value of self-transcendence, and value of self-enhancement on employee commitment in City Cycle Industries (Pvt.) Limited, Panadura. Conceptual model was developed by using Person-Organization-Fit Theory. The study was conducted based on positivistic research paradigm and quantitative research methodology. Self-administered questionnaire was distributed among 80 employees at City Cycle Industries (Pvt.) Limited as a census study. Hypotheses of the study were tested by using a multiple regression analysis. The results revealed that the value of openness to change negatively impacts on employee commitment. Further, it was found that the value of conservation and the value of self-transcendence positively impact on employee commitment. This study has proven that the individual values can lead to increase the employee commitment.

Key words: Individual Values; Employee Commitment; Person-Organisation-Fit Theory