

The Influence of Gender on the Relationship Between Perceived Organizational Support and Work Outcomes in the Sri Lankan Insurance Industry

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Abstract

This study investigates the relationship between perceived organizational support (POS) and work outcomes (WO); namely affective commitment (AC), continuance commitment (CC), job satisfaction (JS), job involvement (JI), and turnover intentions (TI); and studies the impact of gender as a moderator in the relationship between POS and work outcomes. The study was conducted in the Sri Lankan insurance industry, where six large insurance companies were surveyed. The sample comprised 214 non-management employees; 109 females and 105 males. The data was collected by means of a questionnaire and personal interviews. The study revealed that POS is positively related to JS, AC and JI, and is negatively related to TI and CC. The study further confirmed that gender acts as a moderator in the relationship between POS and WO; with males and females perceiving the organizational support differently, resulting in different work outcomes. The implications of the study are that management needs to take measures to ensure that organizational support is perceived in a positive manner by both genders in order to ensure positive work outcomes.

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