



**A STUDY ON INNOVATIVE WORK BEHAVIOUR IN KWANG SUNG BRAKE
INDIA PRIVATE LIMITED**

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Abstract

The aim of this paper is to examine the Innovative Work Behaviour (IWB) is a system used to develop innovative idea and create positive performance of organisation. This study examines workers of study area on the basis of age group. The 120 workers participated in study area. Random sampling technique was used to get selected in the sample size. For the purpose of present study, to measure the innovative work behaviour in study area. The findings of the study contribute to understanding of management to actively pursue innovative need for all aspects of environment who are grappling with the challenges of improving innovative work behaviour.

Key words: *Innovative Work Behaviour and kwang sung brake india private limited*

INTRODUCTION

Innovative Work Behaviour (IWB) refers to the contribution of individuals and groups in the organization to introduce innovative services, products, goal or work-related ideas to contribute to the whole innovativeness novel and deliver with effective out comes. Innovative Work Behaviour (IWB) is a system used to develop innovative products and a process through which employees create and implement novel ideas to improve the organizational performance and give the solution of the problem

Innovative Work Behaviour (IWB) is a complex behaviour of employees that, create introduce and adapt novel ideas. Thus, IWB offers capabilities for consistently competitive benefits and maintaining organizational sustainability

Statement of the problem

The research was conducting the study for find out the innovative work behaviour in the study area in entitled of a study on innovative work behaviour in kwang sung brake India private limited. Nowadays competitive world, an organisation’s growth depends on its ability to develop and execute creativity and innovative most effectively. The problem identifies the individuals to introduce or implement novel ideas, products, processes, and procedures inside their respective work roles, units, and organizations

Objectives of the study

Data Analysis and Interpretation

Table:1 One way ANOVA analysis shows mean difference towards innovative work behaviour based on age

Variable	Age	N	Mean	SD	F	p
Innovative work behaviour	18 to 26	17	4.1545	0.56348	43.317	0.001
	27 to 32	40	3.3750	0.28508		
	Above 33	63	3.1593	0.29507		
	Total	120	3.8869	0.65946		

Source: Primary data

- ❖ To study the level of innovative work behaviour in study area
- ❖ To find out the innovative work behaviour in study area
- ❖ To examine the innovative work behaviour in study area

Hypothesis of the study

- There is no significant difference towards innovative work behaviour with respect to age group

Sampling Technique and Sample Size

The study is based on the Primary data information has been collected from 120 respondents through questionnaire from study area. By adopting random sampling method, the researcher personally met the workers in organisation.

Procedure

Questionnaire was collected from study area. The respondents were staff members who were working in the organisation. The questionnaires were given to staff member who come under the sample and oral instructions were given clearly. The filled in questionnaires were received back from their working spot and processed further.

Tools for Data Analysis

The statistical tools One way ANOVA are used for analyzing data.

The one-way ANOVA analysis is conducted for the sample of 120 workers, to validate the significant difference towards innovative work behaviour with respect to age group. Independent variable age is classified into three groups such as 18 to 26, 27 to 32 and above 33. Frequency distribution, mean, standard deviation, F ratio and p values are calculated and following hypotheses are framed.

Null hypothesis H_0 : There is no significant difference towards innovative work behaviour with respect to age.

Innovative work behaviour obtained F value is 43.317 with a corresponding significant level $p = 0.001$. Hence, it can be concluded that the opinion on the innovative work behaviour differ significantly among the different age. It is clearly found from the F test shows that there is significant difference towards innovative work behaviour with respect to age. 18 to 26 years age of the workers are highly rated towards innovative work behaviour when compared respective categories.

Conclusion

This research entitled “A study on innovative work behaviour in kwang sung brake India private limited” has so far discussed analysis and interpretation. Descriptive research design was adopted in this study. This study has simple random sampling technique to collect data from employee. The sample size consisted of 120 workers. In this study, innovative work behaviour was dependent variable demographic was considered as independent variable. Further these variables were taken to statistical analysis with respect to demographic profiles of the employees. one way ANOVA analysis were used for data analysis. The analysis found that there is significant difference towards innovative work behaviour with respect to employee age group. This paper tries to find out the factor gives positive contribution to innovative work behaviour

in study area.

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