Study on the Conceptual Framework of Organization Citizenship Behavior (OCB)

Pramod Kumar Yadav
Ph.D. Scholar, Psychology
Sri Satya Sai University of Technology, Medical Sciences, Schore

The purpose of the current study is to create a worthy insight and deep a body of knowledge regarding organizational citizenship behavior, its antecedents and consequences within the healthcare industry. This study holds significance within such service industry because today organizations are confronted with numerous challenges in maintaining, retaining, improving customer satisfaction and improving the overall performance of the organization. Bateman and Organ (1983), well known researchers in this domain have worked and mentioned that customer satisfaction, service quality, employee attitude and behavior, and profitability are closely interrelated factors. The Service organizations is diverse and includes array of sectors such as banking, universities, restaurants, hospitals and government agencies etc. To be successful, the prime task is to generate an environment which promotes employee behavior that binds all the factors together.

Conceptual Framework of Organization Citizenship Behavior (OCB)
OCBs are voluntarily chosen & exhibited by the personnel. Exhibiting of OCBs solely depends upon the individual choice. These are not the contractual obligations for the workforce. In other words, it is optional to portray. The failure to omit such behaviors is not punishable. OCBs are not formally recognized and rewarded. Finally, OCB "it effectively promotes the functioning of an organization" (Organ, 1988).

OCB includes pro-social behaviors which are voluntarily in nature. To list few examples are helping a colleague fighting to finish work, sharing workload, helping with extra little things, making compromises, cooperating at work, compassionate in solving the problems of colleagues at work. Organ (1988) and Beauregard (2012).

Model of the study
The present model of organizational citizen behavior is divided into antecedents, consequences and dimensions as proposed by Organ (1988). The various variables based upon six antecedents and five consequences with OCB as mediating variable is shown in the below proposed model.

The present study is an attempt through a proposed model to study OCB, its antecedents and consequences. The major forms of OCB as proposed by Organ (1988) , (a) Civic virtue (b) Conscientiousness (c) Altruism (d) Courtesy (e) Sportsmanship have been considered and the researchers have tried to construct a scale to measure the dimensions of OCB in healthcare industry.

The study also involves the antecedent and consequence of OCB. The figure drawn clearly shows that the job satisfaction, organizational structure, task characteristic, motivation, work space flexibility, etc., as a variable lies under the antecedent of OCB. The data has to be analyzed under the SPSS software for finding the consistency as well as the co-relation between the variables which ultimately raise the antecedent. Then after the consequence variables go for the analysis which should be consistence. Further the study model shows the final justification for the antecedent and the consequences so that the OCB relation could be established on the basis of proposed variables.

References


