LINKING OCB AT WORK WITH FIRM'S PERFORMANCE: EMPIRICAL STUDY OF MEDIATING ROLE OF TQM

ABHISHEK Y. DIKSHIT*; PREETI A. DIKSHIT**

* Research Scholar [Management]
Jain University Bangalore-562112

** Research Scholar [Commerce]
Jain University, Bangalore-562112

ABSTRACT
In search of what impacts firm’s performance, academicians and practitioners study various ways to link different organizational culture and management methodologies to performance. Numerous management field research articles report how various organizations implement the Total Quality Management (TQM) methodology which brings improved performance, such as customer satisfaction and productivity. Organizational behavior researchers also report that Organizational Citizenship Behaviors (OCB) is related to organizational performance. However, there is no specific study that explores the relationship between OCB, TQM and performance simultaneously. The purpose of this study is to empirically explore the causal relationships between OCB, TQM and performance domains. The result suggests the mediating role of TQM between OCB and performance. Managerial implications and limitation of this study are offered.

KEYWORDS: Organisational culture, Total Quality Management, Improved performance, Customer satisfaction, Organisational Citizenship Behaviours, Managerial implications.