

ABSTRACT

The current study was conducted to examine the effect of job embeddedness and organizational citizenship behavior on innovative work behaviors. Study was also conducted to discover the intervening role of organizational citizenship behavior in association to job embeddedness and innovative work behaviors. Current investigation studied the sample of 210 organizational employees'. Cross-sectional survey design was applied. Tests of Pearson Correlation, Linear Regression, Mediation, Independent Sample T'Test and ANOVA were applied to check the existing examination hypotheses. Results shown that job embeddedness, organizational citizenship behavior and innovative work behaviors were significantly positively correlated with each other. Linear regression analysis indicated that job embeddedness and organizational citizenship behavior positively and significantly influenced the innovative work behaviors. Present study outcome also depicted that organizational citizenship behavior positively and significantly mediated the association of job embeddedness and innovative work behaviors. Additionally, significant variances were discovered with reference to sex and age. Existing research is a significant addition in the current body of literature on the positive intervening role of organizational related citizenship behavior. Alternatively, existing survey also debated the crucial restrictions laterally with practical implications and recommendations.

Keywords: Job embeddedness, on-the-job embeddedness, off-the-job embeddedness, organizational citizenship behavior, innovative work behaviors.