

Association between Intrinsic Rewards and OCB: Evidence from Bangladesh

Fatema Sultana, Mohammad Awal Hossen, Sharmin Akter, Mohammad Ashraful Islam

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Abstract:

Behaving like a true citizen in the organizational context is a prerequisite for organization's development whereas intrinsic rewards act as a major catalyst for motivating employees to behave in such a civic way. The study aims to investigate the relationship between intrinsic rewards (IR) and organizational citizenship behavior (OCB) in the banking sector of Bangladesh. Primary data were collected from different public and private banks through questionnaire of 200 respondents. IBMSPSS was used to analyze and summarize the data. Findings were reached from extensive analysis such as (demographic profile analysis, descriptive statistics and finally inferential statistics. The results show a significant positive relationship between IR and OCB dimensions (altruism, conscientiousness, sportsmanship, and civic virtue). These findings will contribute to the existing literature and help the policy makers to instill the motivational factors, specifically intrinsic rewards, at all managerial levels of the organization in order to ensure good citizenship behaviors.