

**“EXAMINING THE EFFECTS OF EMPLOYEE CREATIVITY AND BETTER
COMPENSATION ON JOB SATISFACTION FURTHER INFLUENCING
ORGANIZATIONAL CITIZENSHIP BEHAVIOUR”**

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ABSTRACT

The objective of the research study is to observe the effects of Job Satisfaction on Organizational citizenship behaviors of employees and the prospective roles of Employee Creativity and compensation towards OCB through Job Satisfaction. It was hypothesized that Job satisfaction has a positive effect on OCB behavior and the research outcome supports these hypotheses.

The research was conducted with a sample size of 190 respondents with data being collected from a PSU. In order to study the direct and indirect effects of Employee Creativity, compensation and satisfaction on OCB Behavior Structural equation modeling were used. A strong, positive, and significant relationship between compensation, employee creativity and Job satisfaction with Organizational Citizenship behavior was revealed by the findings. Since this research is limited to the data collected from a Public enterprise, this research can be further carried out in other jobs and organizations using longitudinal research design. In the end, the researcher has suggested some useful suggestions to augment employee OCB which in turn leads to organizational effectiveness. This research could shed new light on the neglected acknowledged phenomena of compensation at work, employee creativity and Job satisfaction as well as making ways for various applications to achieve Organizational Citizenship behavior.

KEYWORDS: *Organizational Citizenship Behavior, Job Satisfaction, Employee Creativity, Compensation*