INTERACTIVE INFLUENCE OF JOB STRESS AND JOB DEMANDS ON EMPLOYEE NEOTERIC WORK BEHAVIOR: AN EVIDENCE FROM NON-GOVERNMENT ORGANIZATIONS

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Abstract

This study aims at the inspection of the influence job demands (stressors) on the innovative work behavior of employees working in non-government organizations, along-with the mediational influence of job stress resulted from high level of job demands. Following suggestions of Gardner and Cumming’s, (1988), Theory of Activation, which revealed that the job demands up to specified magnitude improve cerebral behavioral performance and trigger neoteric work behavior. Assessment of job demands was done by using the scale adopted from Van Yperen and Hagedoorn, (2003), scale for measurement of job stress adopted from Cavanaugh et al., (2000) while for the measurement of innovative work behavior the scale adopted from Khaola and Sephelane, (2013) was used. Cross-sectional design was implemented for testing hypotheses in non-contrived environment via administration of questionnaires among 510 employees of non-government sector following the Census method i.e. survey of the whole population. Statistical tools were applied and the results retrieved were the same and in line with the propositions supporting these affiliations.

Keywords: Job Demands, Job Stress, Neoteric Work Behavior, Cross-Sectional Design.

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