

ABSTRACT

Individual innovativeness of an employee is vital in upholding organizations' predominant competitive advantage, as the prosperity and advancement of an organization depends on the ability of individual employee to innovate. In addition, empirical results have repeatedly indicated that individual innovativeness is a significant factor for success of an innovative initiative. However, the observation of innovation index ranking of Sri Lanka shows an inadequate level of innovativeness by IT professionals of Sri Lanka, as the rank of 62 to 89, amongst 129 countries, is achieved during the years 2017 to 2019. Further, in literature, it was indicated that employee's promotive voice is a robust antecedent of individual innovativeness. Besides, the results of an employee engagement survey on employee voice, indicates that 59 percent of employee highly satisfied about their voice behaviour. Hence, the individual innovativeness is insufficient despite of adequate level of employee promotive voice, which is in contrast to the existing literature. Thus, there is an absence of awareness on why the adequate level of promotive voice does not result in individual innovativeness. Therefore, current study investigated the impact of antecedents, such as promotive voice, organizational politics and paradox mindset on individual innovativeness.

In theorizing individual innovativeness, resource-based perspective is adopted in the present study. Proceeding this view, individual innovativeness and the antecedents were considered as resources. In this spirit, the study has drawn the basis from the tenets of conservation of resource theory, as this theory explains the individual's behaviour such as retaining, accumulation and conservation, in relation to resources. However, this theory is incapable in explaining the indirect impact of promotive voice and the impact of cognitive assets, such as paradox mindset, on individual innovativeness. Therefore, the present study, has enhanced the explanatory power of the theory through incorporating the mediating impact of promotive voice and the moderating impact of paradox mindset under conservation of resource theory.

In order to conduct this investigation, the present study adopted quantitative research design which lies in positivist philosophical research domain. Further deductive approach is employed in inferring the hypotheses. In harmony with that, a cross sectional survey design is adopted. Accordingly, a self-administered structured questionnaire was developed using pre-validated measures and disseminated through personal method amongst a convenient sample of individual IT professionals of Sri Lankan IT industry. Subsequently, the response rate was 72 percent, where amongst 494 circulated questionnaires 359 was

returned. Then, post removal of incomplete responses, the missing values were treated with neutral value substitution and common outliers were removed to ensure data precision. Eventually, 302 usable responses were deployed for data analysis. In addition, these data were utilized for analysis of inferential statistic using SPSS and Partial Least Square (PLS) structural equation modeling with aid of SmartPLS software package.

Findings of the existing study discovered two insights which could augment the literature of individual innovativeness. Firstly, investigation found the full mediating impact of employee promotive voice on the relationship amongst perceived organizational politics and individual innovativeness. In addition, it is also found that mediating impact is negative and statistically significant. Hence, this signposts that the organizational politics probably create a detrimental impact on individual innovativeness, as a consequence of the negative effect on promotive voice. Secondly, the moderating impact of paradox mindset on the association amongst promotive voice and individual innovativeness is statistically insignificant. Hence, this signposts the inadequate cognitive and motivational ability of professionals in handling complexity, in this case requirement for frequent promotive voice, which leads to poor individual innovativeness. However, the professionals are lacking the ability to get energized by the complexities in the work environment.

These insights of the existing study point out several notable managerial implications and theoretical implications. Theoretically, the mediation influence of employee promotive voice on the relationship amongst organizational politics and individual innovativeness is established. Thus, this improved the explanation power of conservation of resource theory. Moreover, these insights also offered useful guidance for managerial action to improve the individual level innovativeness. First, managers can devise strategies, such as formation of fairly defined norms and standards relating to resource distribution process, to reduce the perception of organizational politics. Further, managers could link the promotive voice behaviour to performance appraisal components and the rewarding system to improve promotive voice. Third, managers should also consider initiatives, such as coaching and experiences-based learning to improve paradox mindset amongst professionals. Even though this study contributed for theory and practice, this is with some limitations. Especially, the findings of this study are subjective to the nature of the context. Hence the future studies could focus on conducting investigation in an organizational setting which reflects low uncertainty avoidance and low power distant cultural values.