

A STUDY ON AWARENESS OF ORGANIZATIONAL
CITIZENSHIP BEHAVIOUR (OCB) AMONG
ACADEMICIANS IN KOLEJ ISLAM PAMANG
SULTAN HAJI AHMAD SHAH (KIPSAS) KUANTAN

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ABSTRACT

Organizational Citizenship Behavior (OCB) can be simply defined as the actions taken by employees that are beyond their work scope and what are expected by the organization. It is the action in which they are not given any reward for the behavior. In line with previous study, a study was conducted to study the awareness of Organizational Citizenship Behavior (OCB) among academicians in Kolej Islam Pahang Sultan Ahmad Shah (KIPSAS), Kuantan. The goal of OCB for an organization was an effort to turn the whole organization into an active and independent environment. Majority in an organization, OCB was less practice by the academicians or other employees. The result shows that the level of OCB awareness in KIPSAS is low based on the three elements as the determinants which were job satisfaction, organizational commitment and job stress. It is also resulted the lower level of understanding regarding OCB. The reason why they were not aware of OCB because they have never been exposed to the importance of OCB at workplace. Furthermore, they do not know any benefit when practicing OCB in the workplace, they feel that they do not need to know about OCB because of their comfortable work environment and the OCB concept is still less embedded in the organization in Malaysia.

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