



MASTER OF SCIENCE IN SERVICE MANAGEMENT

MSM 6600 - THESIS

IMPACT OF TECHNOLOGY INITIATIVES ON EXECUTIVE'S JOB SATISFACTION: WITH SPECIAL REFERENCE TO ABC GROUP OF COMPANIES IN SRI LANKA

NAME

: K. WASANTHA NEIL KUMARA

INDEX NUMBER

: MSM/E/489

INSTITUTE OF HUMAN RESOURCE ADVANCEMENT

University Of Colombo



INSTITUTE OF HUMAN RESOURCE ADVANCEMENT University Of Colombo

MASTER OF SCIENCE IN SERVICE MANAGEMENT MSM 6600 - THESIS

THIS THESIS IS SUBMITTED AS A PARTIAL FULFILMENT OF THE

MASTER OF SCIENCE IN SERVICE MANAGEMENT IN THE

INSTITUTE OF HUMAN RESOURCE ADVANCEMENT University Of Colombo

NAME

: K. WASANTHA NEIL KUMARA

REGISTRATION NO

: IHRA/MScSM/E/06/08

INDEX NO

: MSM/E/489

DATE OF SUBMISSION : 24.11,2022

	5.1.5	Influence of role of IT Helpdesk support executive's job satisfaction	76
	5.1.6	Impact of technology initiatives on executive's job satisfaction	76
	5.1.7	Moderating effect of age to the relationship between technology initiatives and executive's job satisfaction	79
5.2	Concl	clusion	
5.3 Recommendations		nmendations	81
5.4	Limitations of the study		
5.5	Recommendations for further research		
5.6	Chapte	er summary	83
Referen	ces		84
Append	ices		
	Appendix I: Research Questionnaire		
	Supervisors recommendation		

TABLE OF CONTENTS

Lis	st of ta	ables		ii	
Lis	st of fi	gures		V	
De	clarat	ion of	the candidate	vii	
Ce	rtifica	tion of	the supervisor	vii	
Ac	know	ledgem	ent	viii	
Ab	stract	t		ix	
1	Introduction			01	
	1.0	Introd	01		
	1.1	Background of the study		01	
		1.1.1	Background of the research area	02	
		1.1.2	Background of the industry	03	
	1.2	2 Problem statement			
	1.3	Research questions			
	1.4	4 Research objectives		08	
	1.5	Signif	08		
	1.6	Organ	09		
	1.7	Defin	10		
	1.8	Chapt	11		
2	Literature review			12	
	2.0	O Introduction		12	
	2.1	Histor	12		
	2.2	Backg	13		
	2.3	Definition and literature review		14	
		2.3.1	Impact of technology on executive's job satisfaction	15	
		2.3.2	Technology initiatives	16	
		2.3.3	IT access	17	

		2.3.4	IT level of use	17
		2.3.5	Communication	18
		2.3.6	Role of IT in the company	18
		2.3.7	IT helpdesk support	19
		2.3.8	Executive's job satisfaction	19
		2.3.9	Age	20
	2.4	Critica	al literature review and justification to create the relationships	21
		2.4.1	Technology initiatives and executive's job satisfaction	21
		2.4.2	Technology initiatives and age	22
		2.4.3	Age and executive's job satisfaction	22
	2.5	.5 Empirical literature matrix and meta-analysis - empirical review table		23
	2.6	Theory used for the research		25
		2.6.1	Technology Acceptance Model (TAM)	26
		2.6.2	IT Barometer	27
		2.6.3	Technology-Organization-Environment (TOE)	27
		2.6.4	Diffusion of Innovation Theory (DOI)	28
		2.6.5	Adaptive Structuration Theory (AST)	29
	2.7	Chapt	er summary	29
3	Res	esearch methodology		
	3.0	Introduction		
	3.1	Study population		30
	3.2	Sampling design process		30
		3.2.1	Sampling technique	31
		3.2.2	Sample size	31
		3.3.3	Sampling design	32
	3.3	Variables		32
		3.3.1	Operationalization of variables	33
		3.3.2	Conceptual framework	34
		3.3.3	Research hypothesis	36
	3.4	4 Research data		39

		3.4.1	Primary data	39		
		3.4.2	Secondary data	39		
		3.4.3	Primary data collection instrument	40		
		3.4.4	Reliability of the questionnaire	41		
		3.4.5	Operationalization of questionnaire	42		
	3.5	Data analysis process		44		
		3.5.1	Data collection methods	45		
		3.5.2	Statistical technique of data analysis	45		
	3.6	Findir	ngs from the pilot study	46		
		3.6.1	Demographic information of the pilot study	46		
		3.6.2	Company information of the pilot study	46		
	3.7	Chapt	er summary	46		
4	Data presentation and analysis			47		
	4.0	O Introduction .				
	4.1	Testing reliability using cronbach's alpha				
	4.2	Descr	iptive statistics and test of data normality	50		
	4.3	Check	the relationship between variables using correlation analysis	51		
	4.4	Factor	s influence on executive's job satisfaction	53		
	4.5	Effect	of gender on executive's job satisfaction	63		
	4.6	Effect	of education level on job satisfaction	65		
	4.7	Moderator regression model to test moderator effect				
	4.8	Effect of different age groups to executive's job satisfaction				
	4.9	Chapter summary				
5	Con	Conclusion and recommendations				
	5.0) Introduction				
	5.1	Discussion		74		
		5.1.1	Impact of IT Access on executive's job satisfaction	74		
		5.1.2	Impact of IT level of use on executive's job satisfaction	75		
		5.1.3	Impact of communication on executive's job satisfaction	75		
		5.1.4	Influence of role of IT in the company and executive's job satisfaction	76		