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Encouraging employee voice behaviour through organisational support and felt obligation for constructive change(Article)

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Abstract

Employees in organisations face a dilemma of whether or not to speak up. The dissonance increases when they feel the compulsion to raise voice because it becomes necessary for the organisation's betterment. Here, support from the organisation comes in to play while the employee decides to speak up. This research explores the reason why salesperson's voice is vital to the organisation and how organisational support can promote it, which implies an obligation on salespersons to share the relevant information (received as a result of customer feedback) to help the organisation in making effective decisions related to marketing or sales of products/service. The research outcome revealed that perceived organisational support (POS) enhances the felt obligation for constructive change (FOCC) among the salesperson; both have a positive and significant influence on employee voice

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