PREFACE

In this high era of global competition across various sectors there is a great need for the individuals to develop themselves in their professional lives to contribute towards their organisational growth. Per se, both OCB (informal) and SDL (formal) concepts can play significant role in maximising the organisational efficiency and productivity. OCB is extra work-related behaviour that go beyond the formal routine duties prescribed by the job descriptions or specified formally and are important for organisational performance. Since these efforts are made beyond the requirements specified in the job description, their presence cannot be enforced and similarly their absence cannot be penalised. The second concept that is, SDL developed by Vargo and Lusch (2004) has gained enormous importance in recent years, due to its relevance in today’s environment. The underlying principle of SDL considers that value is created by the organisation along with other stakeholders, instead of organisation itself. The concept of value creation proposes that the consumer and the providers of services are partners in creating the value of a product.

Thus in the present research an attempt is made to explore OCB and SDL in relation to antecedents namely, organisational justice, organisational commitment, motivation, personality traits, employee participation and customer participation and their impact on value creation through organisational performance (employee productivity and customer satisfaction). The study specially attempts to examine the relation of OCB and SDL in creating value in the University of Jammu (UOJ) and Guru Nanak Dev University (GNDU), operating in North India, from stakeholders perspective that are, higher authorities / officers, faculty members, supporting staff and research scholars perspective. The study is divided into seven chapters.

The first chapter titled “Introduction and Review of Literature”, presents relevant literature on organisational citizenship behaviour (OCB) and service dominant logic (SDL) in synthesised form and is corroborated with tabular
literature review to identify research gap existing in the literature. The chapter also discusses the research framework of the study which emphasises on the relationship of various antecedents and consequences with OCB and SDL, namely, organisational justice, organisational commitment, motivation, personality traits, employee participation, customer participation, employee productivity, customer satisfaction and value creation.

The second chapter “Research Design and Methodology”, deals with research design and methodology undertaken in the study. This chapter focuses on significance and objectives of the study, research hypotheses, generation of scale items and sample selection. The chapter also includes detailed data analysis and limitations of the study.

The third chapter “OCB-SDL Analysis: Higher Authorities / Officers’ Perspective”, focuses on the role of OCB and SDL from higher authorities perspective and their relation with antecedents and consequences.

The fourth chapter titled “OCB-SDL Analysis: Faculty Members’ Perspective”, examines the role of antecedents and consequences and their impact on OCB and SDL in creating value among faculty members of UOJ and GNDU.

This fifth chapter “OCB-SDL Analysis: Supporting Members’ Perspective”, similar to previous chapters, discusses the supporting members perspective on antecedents and consequences of OCB and SDL.

The sixth chapter “OCB-SDL Analysis: Research Scholars’ Perspective”, explores the impact of antecedents on OCB and SDL and their influence on customer satisfaction in value creation.

The seventh chapter “Major Findings and Strategic Actions”, discusses in brief major findings of the study. The chapter also highlights on varied strategic actions and implications to improve the level of OCB, SDL in relation to enhance value creation in the universities.