IMPACT OF DIALOGIC INTERNAL COMMUNICATION ON EMPLOYEES' SAFETY BEHAVIOR DURING THE COVID-19 PANDEMIC



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ABSTRACT

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The importance of ensuring worker health and safety cannot be overstated; businesses that prioritize occupational safety outperform their competitors, experience lower employee turnover rates, and enable employees to execute their tasks more efficiently. However, COVID-19 has compelled businesses to take prompt, decisive action to protect employees. The objectives of this study is to investigate the impacts of openness, mutuality, communal relationship, self-efficacy on the employee safety behavior during the COVID-19 pandemic. To achieve these objectives data was collected from 296 full time employees of different industries returning to the workplace in the Polonnaruwa district.

The data were analyzed by using descriptive, correlation analyses and multiple regression analysis. Based on the decision rule findings of the study, indicate that there is a high level of openness, mutuality, communal relationship, self-efficacy and employee safety behavior. And there is a statistically and strong positive relationship between openness, mutuality, communal relationship, self-efficacy and employee safety behavior. Furthermore, there is a significant impact of openness, mutuality, communal relationship, self-efficacy on the employee safety behavior.

Keywords: Openness, Mutuality, Communal Relationship, Self-Efficacy, Employee Safety Behavior

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