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ABSTRACT

Attitudes comprises with affective, behavioral and cognitive components. Positive attitude of military personal is also key component which affect for the betterment of the organization or the productivity of the organization. Attitudinal development can be done by improving knowledge, skill and abilities. Attitude is a key component which decided the productivity of any organization. The productivity of any organization can be measured with tangible outcome or by measuring punctuality, number of errors, the quality of the work, minimize wastage and the number of satisfactions held by the service receivers. That can be achieved by formal, informal and non- formal educations. Sri Lanka Navy (SLN) provided Attitude Development Course (ADC) as non-formal training to develop the attitude of sailors in SLN. SLN spending large amount of money for the sailors in order to develop their behavior, through their productivity level. Then, micro level productivity will be increased and it support SLN productivity to increase in macro level. The sacrifices in terms of money, official commitment and other resources are held in order to boost and enhance the moral and productivity of the sailors. Further, it supports to get the optimum level of contribution from sailors to the SLN. But at the termination of courses, the question arises whether they have improved or whether they have reached to the expected changes due to achievement of the expected knowledge, skills, and abilities to positive attitudinal developments. Therefore, viewpoint of current study is a positivism as its investigations are done from a scientific manner. Deductive approach is used in current study as it has research questions, data collection, objectives and hypotheses. The research strategy is a survey method as the data collection was done via questionnaire and sampling method used for this research was stratified sampling. The choice of research is conducted in quantitative methods and, data analysis and hypothesis test will do by using SPSS. As per research findings affective attitude has not contributed enough to change the sailor's productivity, while behavioural attitudes and cognitive attitudes have significantly contributed to change the sailor's behaviour to change productivity. Further, study found, behavioural attitudes is significant in improving error-free job, employee productivity, quality of work managing wastage and superior performance.

Key words: Attitude, productivity, Affective attitude, Behavioural attitude, Cognitive attitude, Sri Lanka Navy, sailors, Military personal, Non-profit service providing organizations,

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