

**THE MODERATING EFFECT OF ABUSIVE SUPERVISION ON THE IMPACT OF
WORKPLACE BULLYING ON TURNOVER INTENTION: AN EMPIRICAL
STUDY OF NON-MANAGERIAL EMPLOYEES IN SELECTED INSURANCE
COMPANIES IN BADULLA DISTRICT, SRI LANKA**

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ABSTRACT

This study investigates the moderating effect of abusive supervision on the impact of workplace bullying on turnover intention among non-managerial employees working at insurance companies in the Badulla District, Sri Lanka. Workplace bullying, a pervasive issue with severe consequences for organizational dynamics, particularly in terms of elevated turnover rates, has been explored in toxic workplaces. The primary objective of this study was to investigate the moderating effect of abusive supervision on workplace bullying and turnover intention among non-managerial employees working at insurance companies in Badulla District, Sri Lanka. The dependent variable consisted of two dimensions: person- and work-related bullying. Additionally, the dimensions of abusive supervision, which encompass stealing (CS), belittling behavior (BLB), yelling (Y), and scapegoating (SG), are considered. This quantitative study collected data from non-managerial employees in selected insurance companies in Badulla District, Sri Lanka, using a stratified sampling method. The total population was 341, with a sample size of 189, and 129 respondents provided their responses. The collected data were analyzed using descriptive statistics, correlation analysis, regression analysis, and moderating analysis using SPSS software. Furthermore, the study was conducted in a non-contrived environment and the unit of analysis was individual non-managerial employees. The findings revealed a positive and statistically significant impact of workplace bullying on employee turnover intention. However, abusive supervision did not have a moderating effect on workplace bullying or turnover intentions. This study contributes to the understanding of the dynamics among workplace bullying, abusive supervision, and turnover intention among non-managerial employees in insurance companies, providing new insights into the absence of a moderating effect of abusive supervision on the relationship between workplace bullying and turnover intention.

Keywords: Abusive supervision, employee turnover intention, workplace bullying