

Abstract

Presently, OCB studies have become more interesting since it is one of the important keys that can lead organizations to become more effective. Currently, the pharmaceutical industry generates high profits through many team players within this industry. In order to succeed, such organizations must try to improve themselves to be more effective, so OCB may play crucial role in this industry. There are many notions of OCB from the year 1988, therefore, this study is to research the OCB within pharmaceutical industry to produce the useful results to enhance an organization's effectiveness.

The objectives of this study are as follows: firstly, to formulate the OCB frame of the sales representatives within the pharmaceutical industry and secondly, to determine the proposition that corresponds to the formulated frame of OCB of sales representatives within the pharmaceutical industry.

The two aspects of OCB which are helping and courtesy have been studied. Qualitative research is used in this study. The 20 pharmaceutical sales representatives are chosen to be the informants of the study. In-depth interview is selected to collect the data and draw transcripts and notes for organization of information and coding.

The findings leads to the conclusion that the frame of OCB of sales representatives within pharmaceutical industry is not different from the earlier notions and the details can be drawn as follows:

1. The OCB frame that is found among the sales representatives in pharmaceutical industry is not different from the earlier notions that is OCB consists helping and courtesy and for the helping, it consists all concepts which is altruism, interpersonal helping, interpersonal facilitation, and helping coworkers.

2. The pharmaceutical sales representatives express the altruism behavior by helping other absent workers, helping others in using technology, and sharing the resources with others.

3. The pharmaceutical sales representatives express the interpersonal helping behavior by helping others when such help was needed.

4. The pharmaceutical sales representatives express the interpersonal facilitation behavior by expressing the consideration, the cooperation and the helpful actions.

5. The pharmaceutical sales representatives express the helping coworkers behaviors by helping the others who have heavy workload.

6. The pharmaceutical sales representatives show courtesy behavior by taking steps to prevent the problem for others, avoiding creating the problem to others, touching base with others, and preparing and warning the others about appointments.

The findings can be implemented within organizations in order to enhance OCB for more effectiveness. Moreover, the details about OCB found in this industry will be interesting when they are connected appropriately and become good propositions for future research.