

# Antecedents of Organizational Citizenship Behavior: Model and Instrument Validation.

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- **Abstract:** Nowadays, firms are facing highly complex and competitive markets, which demands adopting suitable strategies for survival and success. Scholars are of the view that 'human resource' is the most important strategic resource in every organization. Probably the key to achieving competitive advantage in such a complex market is the human resource. Organizations cannot achieve their defined objectives without their members behaving as good citizens by engaging in all sorts of positive behaviors. This kind of extra role or non-task behavior is termed 'employee organizational citizenship behavior'. In this paper, factors that lead to displaying higher levels of employee organizational citizenship behavior are identified based on the prior literature, i.e., "employer branding", "employee engagement" and "person-organization fit". This study aims to validate the instrument to measure the antecedents of organizational citizenship behavior.
- **Keywords:** complex, adopting, Scholars, human resource, Organizations, prior, antecedents,