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## NEGATIVITY AS A MANAGERIAL APPROACH

Uditha P. Liyanage

### ABSTRACT

Negativity, the proclivity to discern phenomena as the opposite of “what is” or as its negation, appears to be characteristic of Eastern peoples, especially those of the Indian sub-continent. This is evidenced, *inter alia* via language usages, expressions of morality and the absolute, modes of logical analysis, treatment of the positive and therapeutic approaches. Chief among the implications of negativity in Sri Lankan organizational contexts, is a bias for problem solving. This, *per se* will not prove disadvantageous to managers, if negativity is viewed not only as a process of negating that which is undesirable, but also as a state or goal worthy of active pursuit.