

**MEDIATING ROLE OF HAPPINESS ON THE RELATIONSHIP BETWEEN
NEUROLEADERSHIP AND HUMAN CAPITAL DEVELOPMENT OF COSMETIC
SECTOR CASUAL EMPLOYEES: WITH SPECIAL REFERENCE TO
ANURADHAPURA DISTRICT, SRI LANKA**

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ABSTRACT

This study explores the impact of neuroleadership on human capital development among casual workers in the cosmetic sector, focusing on Sri Lanka's Anuradhapura District. A quantitative research approach was applied, utilizing a sample of 108 casual workers selected through simple random sampling from a population of 150 people working in cosmetic shops in Anuradhapura. Data were collected via a structured questionnaire and analyzed using SPSS software version 21. Descriptive and inferential analyses were performed to decipher the complex relationships between variables. The results of the multiple regression analyses supported four out of five hypotheses: H3 ($\beta = .224$, $p = .022$), H4 ($\beta = .239$, $p = .006$), H5 ($\beta = .419$, $p < .001$), and H6 ($\beta = .978$, $p = .022$), while H2 ($\beta = -.047$, $p = .642$) was rejected. The mediation analysis indicated a partial mediation effect of employee happiness on the relationship between neuroleadership and human capital development. These findings suggest that neuroleadership positively affects happiness and subsequently enhances human capital development among casual workers in the cosmetic sector. These results contribute to the growing body of research on workplace dynamics, highlighting the intricate relationship between interpersonal relationships and professional outcomes in the cosmetics field. This study provides valuable insights for leaders and HR practitioners aiming to foster a positive work environment and enhance human capital in cosmetic shops and in similar contexts.

Keywords: Neuroleadership, casual workers, cosmetic sector, happiness, human capital development