

UNDERSTANDING THE IMPACT OF WORK LIFE BALANCE ON EMPLOYEES
PERFORMANCE IN FMCG'S OF PAKISTAN.

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the MBA Degree



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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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Abstract

Employee performance has remained one of the most popularly discussed characteristics in organization since many decades. Several studies in the past have discussed different variables that contribute in increasing and damaging the employee performance over the time. This research attempts to understand the overall relation among employee performance and work life balance in FMCG sector of Pakistan. Job satisfaction, work flexibility and job sharing are the three key elements that are discussed in accordance to their contribution in impacting the employee performance in FMCG of Pakistan. Using the positivistic research philosophy, this study is based on explanatory approach as descriptive research. It uses convenience sampling technique as the method to select target audience, which is approximately 300 in number. The study also uses survey questionnaire to gather information that is further used to interpret results.

The conclusion of this research says that work flexibility does not positively impacts the employee performance while the job satisfaction and job sharing has a positive and significant impact on the performance of employees. Hence, the research finds that job satisfaction and job sharing are the two key components that are used to increase employee performance in FMCGs in Pakistan.

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