

**Impact of Motivation on Employees' Performance in
thePrivate Sector of Islamabad Capital Territory**



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ABSTRACT

Employees are becoming aware day by day. They know without them an organization cannot be run. They are considered as the life blood of any organizations. Therefore, it is very much important to keep them loyal, committed and happy, and for this reason they should be provided with different intrinsic and extrinsic motivational factors, so that they perform better and give positive results. This thesis research explains that how some of the financial and non-financial rewards affect the employees' performance in an organization positively or negatively. A few monetary and non-financial rewards has been studied in research study, there is a long list of these rewards but responsibility, promotion, salary and perks and benefits are studied only and rest will be studied in the future. Moreover, this research study is limited to the private sector in Islamabad region only and in private sector only banking sector is taken just to keep the research convenient and manageable. Other private sectors will be studied in the future.

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