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“The role of motivation on employee creativity, employee engagement and enhancing organizational performance in telecom industry in twin cities of Pakistan”



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Abstract

This research discusses the role of motivation on employee creativity, employee engagement and enhancing organizational performance in telecom industry in twin cities of Pakistan. The major focus of carrying out this research was to know the significant understandings of how the motivation boosting usage associated with the employee creativity, engagement and enhancing organizational practices. This study would also be vital for policymakers, management consultants and human resource professionals to further investigate possible motivational impacts on the development, exploitation and implementation of employee engagement, organizational performance and creativity initiatives. This research includes four variables; one independent variable and three dependent variables. The independent variable included motivation. The dependent variables were employee creativity, employee engagement and enhancing organizational performance. The collection of the data was carried out through an online questionnaire made on Google forms. The total number of respondents was 341. The data collected was analyzed through software called SPSS, and different statistical tests such as Cronbach's Alpha, descriptive statistics, skewness and kurtosis and correlation and regression were conducted. The results of these tests indicated that the element Motivation, do play a major role in enhancing EC, EE and OP. Future recommendations are given at the end of the thesis for compounding upon the findings of this research. There were a few constraints faced by the researcher including lack of time and resources. The study could be improved if we include more variables for analyzing the role of knowledge management and talent engagement in between the motivation improving practices

KEYWORDS: Employee Creativity, Employee Engagement, Motivation, Organizational Performance

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