ABSTRACT

The growing trend of global human resource has significantly driven up the need for treating employees as the most predominant profit generating factor of organization with which it has now become more than ever important to study the behavioral factors which impact the employee productivity and performance. The present study endeavors to explore the impact of perceived organization support on employee job performance in case of telecom sector. Study has made use of primary data gathered through questionnaire. The research sample taken was 100 employees of the telecom companies of the Rawalpindi and Islamabad. The scale used in the research is likert scale Estimation is being done using SPSS16 and regression was followed using ANOVA analysis. Findings of study are in accordance with theory that perceived organizational support exerts a statistically significant and positive impact on employee job performance in case of telecom sector. Study contains a useful policy implication that for enhancing employee performance in organization it is important to first create the positive perception of organization in their mind.

Keywords: Perceived Organizational Support, Job performance, Task Performance, Motivation, Organizational Culture, Commitment

I dedicate my dissertation work to my loving ‘*parents’* for their continuous support and warmth

Acknowledgment

I want to express my sincere gratitude to my supervisor Mr. Nasir Mehmood for his diligent guidance, concern and understanding throughout the entire work time of thesis. He remained a tremendous mentor for me. His guidance enabled me to understand the basic concepts related to my topic and estimation technique. This effort would not have been possible without his constant support and assistance. I am obliged to my institute Bahria University Islamabad Campus specifically my department Management Sciences and all the faculty members; their suggestions and efforts always play a significant role in boosting my confidence for doing research. Moreover, I would like to admire my friends who always supported me in achieving my goals and I would like to appreciate my siblings as well for their constant encouragement. Last but not the least; I would like to express my thankfulness to my parents for all the sacrifices they have made for me. Their prayers always sustained me through hardships.

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ANNEXURE