

DEDICATION

I would like to dedicate this research work to my parents and friends without their support I couldn't be able to accomplish this. They have always been a support for me since my childhood. They taught me how to dream and to strive for translating them in reality. In short, they are a constant source of happiness and motivation for me.

ABSTRACT

The research study on the topic of driving factors of job satisfaction in the telecom sector of Pakistan, Islamabad is conducted owing to the fierce competition in the telecom sector and market competitiveness. Moreover, the increasing turnover and disgruntlement of the employees in this sector was one of the reasons to choose this topic. This research started by identifying a problem statement. The study aims to explore the impact of compensation, career development opportunities, worker relationship, and job design on the job satisfaction of employees that further has a direct relation with employee performance within the organization. Moreover, in the first chapter the research objectives and its significance was defined by the researcher. Afterwards in the second chapter of this research study literature view has been done by utilizing the secondary sources i.e. research journals, web, articles, books, organizational charts etc. After analyzing a detailed insight on literature the next chapter begins with theoretical framework in which research questions, problem statement and hypothesis are quoted on the basis of which independent variable i.e. compensation, career opportunities, job design, and worker relations; dependent variable as employee performance and mediating variable i.e. job satisfaction have been decided for the research framework. In the methodology, the nature of research has been defined that is descriptive in nature. The research design is further elaborated in which quantitative data collection method is selected for collecting primary data. For this survey a survey questionnaire method for considered most suitable for taking response from target audience. The population of this study is comprised of 12 companies from the telecom sector of Islamabad. ZTE, NSN, Telenor, Ericsson, Alcatel, Ufone, Wi-Tribe, Nayatel, Huawei, Mobilink, Warid, Zong. A sample size of 150 is selected from the above mentioned population on the basis of simple random sampling technique where a 126 sample size was considered valid after taking the response due to various reasons like inadequate information by some respondents, some did not return the survey form etc. In the next step data analysis has been conducted by using SPSS for taking result for reliability analysis, correlation, and normality. Whereas the findings also graphically represent a complete demographic analysis of the respondents. All the results showed a positive result where all the hypothesis were proved duly. The last chapter contains conclusion of the research study in which all the research objectives were meet as defined by the researcher at the beginning of the research. This chapter also contains recommendation and limitation of the research.

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