

Impact of Motivation on Employees' Satisfaction at  
Telenor Pakistan



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## Abstract

Telecom sector has been growing rapidly for last one decade. Due to the rapid competition organizations are directed towards employee motivation. The employees working in multinational companies in a local setting need to espouse the new culture, but it is not only employees who accept the culture, indeed the management has to bring more changes like the ways to motivate the local employees. These motivated employees help organizations to survive and give competitive edge over others in the industry. Motivated employees are more productive than those, who are not satisfied by their jobs.

The sample size in this research is 250 respondents (n=250). The research is based on primary as well as the secondary sources of information. The employees from the human resource and Information Technology department were asked to fill out the prepared questionnaires. The results have been tabulated and analyzed with the help of SPSS software.

According to the research, it is deduced that all employees need a different inspiration, motivation to do their work. In an organization like Telenor, where there is a preponderance of young employees, innovation is the seed for growth, the management need to empower them to take their own decisions thus motivating them to initiate new steps. Usually the employees are motivated by monetary rewards such as good salary packages, but this is not the only motivating factor now a days. A young versatile and talented employees expects a lot more than that like a good culture, ambiance, work settings, respect by colleagues, positive feedback, acknowledgement from the supervisors.

All these factors contribute to the motivation of today's employees. Since the employees are taken as an asset, Telenor should focus more on training, development and career guidance; in short good opportunity for growth to keep their employees even more motivated.

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