# THE ROLE OF COMMUNICATION IN ORGANIZATIONAL CHANGE:

# AN EMPIRICAL INVESTIGATION OF A PUBLIC SECTOR ORGANIZATION IN LAHORE, PAKISTAN


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## BAHRIA UNIVERSITY, LAHORE CAMPUS

## RESEARCH THESIS


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I, Qaria Abdul Qadir, MSPM-III student in the Department of Management Sciences, Bahria University, Lahore Campus, certify that the research work presented in this thesis is to the best of my knowledge, is my own. All sources used and any help received in the preparation of this dissertation have been acknowledged. I hereby declare that I have not submitted this material, either in whole or in part, for any other degree at this or other institution.

**Author: Qaria Abdul Qadir**

**Date:** 10.03.2019

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This dissertation has indeed helped me to explore more knowledgeable avenues related to the topic and I am sure it will help me in my future.

I thank you all. My regards,

**Qaria Abdul Qadir**

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# ABSTRACT

The purpose of this quantitative study was to better understand the relationship of perceived effective communication on the organizational change among full-time employees of a public sector organization in the Lahore, Pakistan. Organizational change has become an indispensable phenomenon in modern corporate world. Since, it has a direct impact on the successful implementation of the vision, mission, and goals of the organization according to changing needs of the time. Therefore, it is imperative to understand potential factors influencing organizational change specifically pertaining to the organizational communication. This is because of the fact that decreased levels of effective communication may have been linked to lower productivity, stagnated creativity, higher levels of turnover, and deviant workplace behaviors.

The employees of a public sector organization dealing with infrastructure projects in Lahore, Pakistan producing 149 responses, participated in this study. A modified version of previously establish scales were used to measure each the impact of three independent variables (Organizational communication, employee performance and effective communication) on dependent variables which is organizational change.

Previous researchers have studied this phenomenon, however, not specifically and precisely pertaining to the culture of Pakistan as well as of public sector organizations. In order to explore the relationship of organizational communication with key determinants as suggested by previous researches, regression and correlation analysis are used. The prime focus of the study is to assess the relationship of organizational communication with organizational change.

Finally, the results of the study included a significant and positive correlation between the aforementioned variable.

# DEDICATION

I dedicate this research work to my beloved parents without their prayers this research work would not have materialized into a reality.

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