

**IMPACT OF GENDER BIASNESS ON EMPLOYEE
PERFORMANCE IN TELECOM SECTOR**



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2015

DEDICATION

I would like to thank first and foremost Allah for giving this opportunity to me to do this thesis and then my supervisor Sir IjazAhmed. He has been very helpful and has guided me on every step. He has given me the opportunity to do whatever way I wanted to do. This way I had an experience to do my work according to my interest and way, so I am thankful to him. And lastly I would like to thank my family and friends for their support.

ABSTRACT

The purpose of this study is to examine the impact of gender biasness on the employee performance. Different variables (such as recruitment and selection process, training and development criteria, promotion and career development processes and trends etc) have been studied to determine whether gender biasness exists in the organizations or not. Similarly, variables (such as defining and communicating objectives, performance objectives, ability to perform tasks and manage workload, setting work priorities etc.) to examine the dependent variable i.e. employee performance have been studied.

For this study, two companies, (Mobilink and Ufone) have been selected from the telecommunication sector of Pakistan. A sample size of fifteen participants has been chosen for the interview based research. The findings of the study suggest the gender biasness is an issue in the telecom sector, specifically in Ufone and Mobilink, and it negatively affects employee performances.

Keywords: gender biasness, employee performance, telecom sector, Pakistan.

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