

**"Impact of Leader Member Exchange (LMX) Quality and
Organizational Culture on Employee's Performance in the
Telecom Sector of Pakistan"**



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ABSTRACT

The topic of this research is “*Impact of Leader Member Exchange (LMX) Quality and Organizational Culture on Employee’s Performance in the Telecom Sector of Pakistan.*” This is a descriptive and purely a quantitative study, which aims to find out the role of LMX Quality and Organizational Culture on the Employee’s Performance along with moderating effect of Equal Employment Opportunity (EEO). LMX Quality has a fundamental part in determining the Performance level of employees. The concept of EEO is very vital in today’s organizational world however, in Pakistan; Equal Employment is taken as a western idea by a larger amount of employers, ascertaining that it’s not applicable to the culture of Pakistan.

This study highlights the significance of EEO in the Pakistani context which should be adopted by all organizations for flourishing prospects. The available studies demonstrate that employees are not aware of LMX Quality and its effect on their Performance. In addition, Organizational Cultural dimensions have been illustrated in Hofstede’s Model and Denison’s Model which explains that how firms can achieve strong Cultures within their workplaces and attain high Employee’s Performance. All the variables of interest have been measured by a number of dimensions and models for a better understanding.

Questionnaires were used to collect data from Telenor, Warid and Mobilink. Regression and Correlation were used to find out the relationship. The results of the research indicated that LMX Quality and Organizational Culture generate positive and strong impact on Employee’s Performance. EEO positively moderates LMX Quality and Employees Performance link however; Organizational Culture and Employees Performance association is negatively moderated by EEO. Government of Pakistan should pay serious attention in developing model or suitable theory of EEO in context of Pakistan to ensure equality and peace within the workforce.

Key Words: LMX Quality, Organizational Culture, EEO, Employee’s Performance, Telecom.

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“Little rain drops in a cloud can convert ordinary sunlight into breath taking colors of rainbow”

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DEDICATION

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