

**IMPACT OF ORGANIZATIONAL COMMITMENT AND INTRINSIC
MOTIVATION ON MANAGERIAL EFFECTIVENESS IN
MOBILINK GSM PAKISTAN**

By

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Dedication

I would dedicate this thesis to my parents for their unceasing love and prayers; and also to the individuals who remained faithful to me and to those who did not; for both drove me through thick and thin.

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ABSTRACT

The swerve of organizational governance is profoundly rooted in the past; nevertheless, Corporate Governance has become a veering drift of modern organizations. Effective Corporate Governance systems enhance the organizational productivity; wherein, Managerial effectiveness is a prime concern. This study analyzes certain factors responsible for influencing the Managerial Effectiveness in Mobilink GSM Pakistan. For the purpose, two important contemplations of Stewardship theory i.e, Organizational Commitment (OC) and Intrinsic Motivation (IM) are taken as Independent variables and their relationship with Managerial Effectiveness (Dependent variable) is gauged. The results of basic and advance levels of econometrics estimation ascertain the positive effect of both Independent variables on the Dependent variable. The association between variables is further explored after manifestation of Managerial Category as a Control variable. It is observed that the Top managerial cadre is more responsive to OC and IM as compared to the Middle level managers. Resultantly, contribution of the Top level is observed greater. With regard to existence of either Stewardship practices (Principal-Steward relationship between shareholders and managers) or Agency relationship (Principal-Agent association between shareholders and managers); it is observed that the former exists for the Top managerial cadre, whereas, there are traces of Principal-Agent relationship when it comes to the Middle level management.

Key Words: Managerial Effectiveness, Organizational Commitment, Managerial Category, Principal-Steward relationship, Principal-Agent relationship, Organizational Identification, Lower Order Needs, Higher Order Needs.