

"Gender discrimination in the telecom industry of Pakistan"



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Abstract

This paper probes into the gender discrimination issue in the telecom sector of Pakistan, which is in fact one of the fastest growing sectors of the economy.

The study explores the variables that initiate and reinforce gender discrimination and the extent to which gender discrimination exists in the sector today.

Respondents from four cellular- service providing companies were approached to fill a total of 100 questionnaires, with approximately equal number of males and females.

The research further investigates the effect of gender discrimination on job satisfaction. Since gender discrimination in this sector has had no previous research I consider this research vital to understand its impact on job satisfaction, employee productivity and employee retention for companies in the sector and beyond.

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