

**2013**

# Technological Orientations and its effect on Service industry of Pakistan



**Shahbaz Taufiq Khan**

**MBA-5(F)**

**01-221112-067**

**Bahria University Islamabad, Pakistan**

**2/18/2013**

## **ACKNOWLEDGEMENTS**

Firstly I would like to thank God Almighty for his countless blessings and giving me just will in completing this study I would also like to express my sincere appreciation to my supervisor Sir Saad Khalid Bashir for the cherished guidance and support for my thesis research. His immense knowledge in the field combined with his vast experience has helped me break through some really important points in this particular study.

I would also like to thank Mr. KashirAsghar for his guidance in directing me towards this particular study.

Finally I would like to pay my gratefulness to my family and siblings for their empathetic support throughout my thesis.

Thanks to everyone involved,

Shahbaz Taufiq Khan

February, 2013

## Contents

Abstract .....	3
CHAPTER 1: INTRODUCTION .....	4
Background .....	7
Significance of the study .....	10
Research Limitations .....	11
Research Hypothesis .....	11
Research Objectives .....	12
Research Questions.....	12
Aims and motivations .....	13
Problem statement .....	13
Chapter 2: Literature Review .....	14
Chapter 3: Methodology .....	31
Nature of the study .....	32
Qualitative/quantitative research .....	32
Purpose of the study .....	34
Data Sources .....	35
In-depth interviews.....	35
Sample.....	38
CHAPTER 4: RESULTS AND DISCUSSIONS .....	38
Interview Results .....	38
Group A .....	39
Open coding:.....	40
1. Consumer Behavior.....	41
2. Work Behavior .....	44
3. Value Creation .....	47
4. Material and Processes .....	53
Discussion.....	55
CHAPTER 5: FINDINGS, CONCLUSIONS AND RECOMMENDATIONS .....	62
Findings .....	62
Conclusion .....	66
Recommendations .....	67

<b>Appendix 1: Interview for the Experts .....</b>	<b>68</b>
<b>Appendix 2: Thesis time schedule .....</b>	<b>71</b>
<b>Appendix 3: Transcript Sample.....</b>	<b>74</b>
<i>Transcript Interview No: Enterprise manager from Telecom Interview</i> .....	<b>74</b>
<b>Transcript Sample 2.....</b>	<b>82</b>
<i>Faculty member from a renowned university .....</i>	<b>82</b>
<b>Bibliography .....</b>	<b>91</b>

## Abstract

This study is about the technological advancements and changes taking place and what impact it has on the service industry sector of Pakistan. This area of study interests me because it will provide a concrete analysis about what are the factors underlying the orientation in the service industry and what can be derived out of it whether it has a positive impact on the customer satisfaction or the service quality.

For this study I will be using qualitative tools for my study and trying to correlate the results through cross-sectorial studies in the service industry to better quantify the results.

As far as technological innovation is concerned, it is not something that can be measured in terms of past trends since its constantly changing and technological change is but a non-stagnant variable. Quite often the term used for technological advancement in services is "technological innovation". Here we're talking about the current and future trends of services. In my study I will try and correlate the behaviors and appeals associated with the trends in service industry both at consumer and at organization's end and try to correlate their behaviors.