

"Ufone in current competitive era and its employees level of commitment"



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EXECUTIVE SUMMARY

This research paper is about the level of commitment of UFONE employees and the variables which can potentially affect the level of commitment of UFONE employees. Before entering into the organization I conducted a consumer research in order to know the perception of customers about the industry in general and UFONE in particular. This survey serves as a base for our further research as it clearly depicts current position of UFONE in this competitive environment in the eyes of customers.

This is applied business research focusing on current problem that is low commitment of UFONE employees. This is a field study with a minimum or no interference in the normal work flow thus conducted in non contrived settings. Scientific research method is used in this report. Certain hypotheses were formulated based on Consumer Survey, literature review, observation and preliminary information gathering. After that secondary data is collected through questionnaires and based on that data level of commitment is measured and significant relationship between dependent and independent variables are studied. Conclusions and recommendations are given at the end.

Organizational commitment has been and continues to be of great interest to researchers of organizational behavior and management practitioners. Primarily this is because of its association with such desirable work behaviors as increased productivity, personnel stability, lower absenteeism rate, job satisfaction and organizational loyalty.

The performance of each employee has a more or less measurable impact on the profit of a company and as long as companies aim to reach maximized profits, the performance,

In order to evaluate customer perception and views about Ufone and its competitors we have conducted a consumer survey in which we asked a number of questions to the users of different mobile services. An identical questionnaire was prepared for the users of each of the five telecom companies in order to measure the level of satisfaction of each subscriber from his or her GSM service Provider. A comparison has also been made by comparing the results of the questionnaires being filled in by the subscribers of different telecom companies. A second questionnaire is prepared to get the general perception of public (Both Ufone users and others) about Ufone.

To measure our dependent variable that is the level of commitment of employees we construct an instrument consisting of five questions on five point linkert scale. Due to the shortage of resources and time, type of sampling done in this research is "CONVENIENCE SAMPLING" which is a non probability sampling and requires the available persons for data collection. Descriptive statistics of the results show that the level of commitment of Ufone employees is low. Five null and alternative hypotheses were formulated. A total of 100 questionnaires were distributed among the employees in Ufone Islamabad out of which 49 were returned filled in depicting a response rate of only 49%. Independent variables are also analyzed statistically and after testing one hypothesis, conclusions and recommendations are given at the end

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