

Major: HRM

S. No. 13

"The Impact of work-life balance on employee's performance: an empirical evidence from the Telecom sector of Islamabad, Pakistan."



By:

Zarlashta Farooq

01-221152-045

Supervisor:

Mr. Ijaz Ahmed

Department of Management Sciences

Bahria University Islamabad

Fall 2016

FINAL PROJECT/THESIS APPROVAL SHEET

Viva-Voice Examination

Date: 23/01/2017

Viva Date: 13/01/2017

Topic of Research: The impact of work-life balance on employee's performance, an empirical evidence from the telecom sector of Islamabad, Pakistan.

Names of Student(s):

Name: Zarlashta Farooq

Enrollment No: 01-221152-045

Class: MBA

Approved by:

_____ Sir Ijaz Ahmed _____

Supervisor

_____ Sir Nasir Mahmood _____

Examiner-I

_____ Dr. Ismaeel Ramay _____

Examiner-II

Dr. Sarwar Zahid

Research Coordinator

Dr. Muhammad Ali Saeed

Head of Department - Management Sciences

Table of Contents

ACKNOWLEDGEMENTS:	5
ABSTRACT:	6
CHAPTER 1	7
INTRODUCTION:	7
1.1 Background of the study:	8
1.2 Problem statement:	9
1.3 Research Objectives:	9
1.4 Research question:	10
1.5 Overview of the Theoretical Framework:	10
1.6 Overview of the Research Methodology:	11
1.7 Scope of the study:	11
CHAPTER 2	12
LITERATURE REVIEW:	12
2.1 Work-life balance:	12
2.2 Individual characteristics:	17
2.3 Organizational factors:	18
2.4 The role of gender:	22
2.5 Employee’s performance:	25
2.5.1 Task performance:	26
2.5.2 Contextual performance:	26
2.5.3 Counterproductive Work Behaviour:	26
2.5.4 Adaptive performance:	26
2.6 Impact of work-life balance on employee’s performance:	27
CHAPTER 3	31
METHODOLOGY	31
3.1 Population:	31
3.2 Sample:	31
3.3 Instrument	31
3.4 Measure:	31
3.5 Statistical tool:	31
3.6 Theoretical Frame-work:	32
3.7 Hypothesis:	33
CHAPTER 4	35
DATA ANALYSIS:	35

4.1 Demographic details:	35
4.2 Reliability test:	39
4.3 Correlation Test:	41
4.4 Regression Analysis:.....	46
CHAPTER 5	57
5.1 Limitations:	57
5.2 Recommendations:	58
Bibliography	59
APPENDICES	65
QUESTIONNAIRE:	65

ACKNOWLEDGEMENTS:

First of all, I would like to thank Allah for giving me a sound mind, health and for all his blessings, without which completing this thesis would not have been possible. Further, I would like to thank my supervisor Mr. Ijaz Ahmed for his academic guidance, support and assistance throughout the entire work period. I would also like to thank one my old research's teacher Miss. Ayesha Ehsan, who had taught me most of the things about research in her course.

I would also like to thank my family for their continuance support, help and encouragement. This would not have been possible without there believe in me. I would like to dedicate this to my family and all the teachers who have helped me get to where I am today.

ABSTRACT:

The study aimed to establish the relationship between work-life balance and employee performance in the telecom (Ufone, Zong, Telenor, Mobilink) sector of Islamabad, Pakistan, while gender role playing the moderator variable's role. The study was guided by the following objectives: to find out the work-life balance policies in the telecom sector of Islamabad, to determine the impact of work-life balance policies on employee performance, and to study that which gender is more impacted by the work-life balance issues in the telecom sector of Pakistan. This study adopted explanatory research design using quantitative data. Questionnaires were given to 200 random employees of telecom sector, which were then statistically analysed using Statistical Package for the Social Sciences (SPSS). Based on the research findings, it can be concluded that work life balance and employee performance have a positive relationship with each other and female are more impacted by the work-life balance issues than men. The findings of the study suggested that work-life balance is an important issue that organizations should give a lot of importance to, in order for the employee's to perform well. The study will contribute to the body of knowledge and organizations will gain practical insights into the determinants of employee performance, thereby enriching their knowledge in regards to how to improve employee performance.