

**IMPACT OF JOB DESIGN ON EMPLOYEE  
ENGAGEMENT  
(A STUDY ON EDUCATION SECTOR OF  
PAKISTAN)**

**By**

**PIRAH ABID  
28800**

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## Abstract

**Purpose:** This research is conducted with a purpose to analyze impact of job design's characteristics that are skill variety, task identity, task significance, autonomy and feedback on Employees Engagement. In this research study descriptive approach is used to analyze the collected responses i.e. primary data using specially designed questionnaire to meet the requirements of the current study.

**Research Methodology:** The sample size of 400 respondents was selected out of which 346 responses we have received, for the current study that represents the employees that are working in the Education Sector of Pakistan. In this research study, Non-probability convenience sampling technique was applied to select the desired number of elements from the targeted population.

**Findings of the Research:** The results of the study indicate that there is significant relationship between dependent variable and independent variables. Surprisingly, a negative relationship was found between task identity, feedback and employee engagement. A significant positive relationship was found between employee engagement and skill variety, task significance autonomy and feedback.

**Practical Implications:** The recommendations of the current study provide significant implications for practitioners and academicians. The study suggests that there is a significant impact of job design characteristics on employee's engagement in the context of education sector of Pakistan. Practitioners can use these findings to gain deeper understanding of employee engagement in the context of public sector and provide detailed recommendations on how to improve job design that can result in enhanced employee engagement.

**Keywords:** Employee Engagement, Job Design, Skill Variety, Task identity, Task Significance, Autonomy, Feedback.