

**TO STUDY THE IMPACT OF JOB
SATISFACTION AND EMPLOYEE
COMMITMENT ON EMPLOYEE TURNOVER IN
PHARMACEUTICAL INDUSTRY**

By

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Abstract

Purpose- Major Aim of this study was to evaluate the impact of job satisfaction and employee commitment on employee turnover in Pharmaceutical Industry of Pakistan. The Pharmaceutical Industry is constantly growing in Pakistan, but at the same time entry of new different companies in the market led to very tough competition which in turn affect the job satisfaction and employee commitment of pharmaceutical industry and as a result increase in the employee turnover prompted researcher to conduct this study.

Methodology/sample- The study involved use of questionnaires filled by 350 respondents. The respondent individuals belonged to different age groups, social classes, different working departments of pharmaceutical industry, and areas of residence. To analyze the data, some tests like reliability test, Factor Analysis, and Regression Analysis tests were applied.

Findings- The result of the study clearly shows that mainly two factors commitment of an employee to an organization and job satisfaction play major role in reducing employee turnover and Pharmaceutical Industry can easily retain their employees by providing different opportunities and can increase commitment and job satisfaction.

Practical Implications- The outcomes of the research might help the management of Pharmaceutical companies to understand the impact of job satisfaction and employee commitment on employee turnover in pharmaceutical industry of Pakistan and to understand the overall market scenario of pharmaceutical industry of Pakistan.

Keywords: Job satisfaction, Employee commitment, Employee turnover, Affective commitment, Normative commitment.