

TO ANALYZE THE RELATIONSHIP BETWEEN EMPLOYEE MOTIVATION AND ORGANIZATIONAL PERFORMANCE: CASE OF MEEZAN BANK

By

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TABLE OF CONTENTS

Declaration of Authentication.....	3
LIST OF TABLES.....	6
LIST OF FIGURES.....	6
ABSTRACT.....	11
1.1 Background.....	12
1.2 Problem Statement.....	15
1.3 Research Objectives.....	15
1.4 Research Questions.....	16
1.5 Research Scope.....	16
1.7 Structure of Thesis.....	16
LITERATURE REVIEW.....	18
2.1 Employee Motivation.....	18
2.2 Organization Performance.....	19
2.3 Employee Motivation Factors.....	20
2.4 Theories of Motivation.....	24
2.5 Research Variables.....	27
2.6 Conceptual Framework.....	28
2.7 Hypotheses.....	28
RESEARCH METHODOLOGY.....	29
3.1 Research Methodology.....	29
3.2 Research Design.....	29
3.3 Data Collection.....	29
3.4 Analysis Method.....	29
3.6 Sample Size.....	30
3.7 Target Population.....	30
3.8 Sampling Technique.....	30
3.9 Data Treatment.....	30
DATA ANALYSIS.....	31
4.1 Reliability Test (Cronbach's Alpha).....	31
4.2 Regression Testing.....	33

4.3 Pearson Correlation Test.....	35
CRITICAL DEBATE	37
5.1 Pay Scale	37
5.2 Training and Development	37
5.3 Culture and Environment.....	38
5.5 Achievable Targets.....	39
CONCLUSION AND RECOMMENDATIONS.....	40
6.1 Conclusion.....	40
6.2 Recommendations	41
6.3 Suggestions for Future Research	41
REFERENCES.....	42
APPENDIX 'A'	45

ABSTRACT

Purpose: The purpose of this research is to analyze the relationship between employee motivation and organizational performance focus on highlighting the factors of employee motivation. Employee Motivation is a concept that is of paramount importance for every business it helps an employee in taking ownership of tasks, feeling responsibility and this will ultimately increases the firm performance. The factors of motivation for this research include Pay scale, Organizational Culture and Environment, Training and Development, Appreciation and Appraisalment, and Achievable Target. Previous researches have revealed these factors as having influence on the firm performance.

Methodology: The research methodology used for this research is quantitative research following a deductive approach as hypotheses are defined. The sample size of the research is 200 respondents. Primary data was gathered by distributing hard copies of questionnaire among respondents. Data analysis was carried out using SPSS Software. Data was analyzed by applying Reliability Test (Cronbach's Alpha), Regression Analysis and Pearson Correlation.

Findings: The findings from the research show that there is a positive relationship between all the independent variables (i.e. Pay scale, Organizational Culture and Environment, Training and Development, Appreciation and Appraisalment, and Achievable Targets) and dependent variable (i.e. Organizational Performances). In Addition, findings also show that all independent variables are having significant positive impact on organizational performance except Achievable target.

Implications: The main implication of this research is for the policy making i.e. compliance, human recourse management and strategy unit of the bank. This research is related to defining the core questions of employee motivation thereby, represents some important aspects of developing motivation among employees.

Keywords: Employee Motivation, Organizational Performance, Pay scale, Culture and Environment, Training and Development, Appreciation and Appraisalment, Achievable Target