

# **THE RELATIONSHIP BETWEEN EMPLOYEE EMPOWERMENT AND JOB PERFORMANCE - AN ANALYSIS OF PAKISTAN'S FAST MOVING CONSUMER GOODS COMAPNIES**

**By**

**SAMRA AFSAR RIZVI  
30881**

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of the MBA degree



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**Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Signature: Samra

Name: Samra Afsar Rizvi

Date: 16 May 2018

**APPROVAL FOR EXAMINATION**

Candidate's Name: SAMRA AFSAR RIZVI

Registration No. 30881

Thesis Title: THE RELATIONSHIP BETWEEN EMPLOYEE EMPOWERMENT AND JOB PERFORMANCE- AN ANALYSIS OF PAKISTAN'S FAST MOVING CONSUMER GOODS COMAPNIES

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Name: Sir Saad Ahmed

HoD's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Abstract

**Purpose:** The present research upon, “The Relation between Employee Empowerment and Job Performance-an Analysis of Pakistan’s Fast Moving Consumer Goods Companies” explores the phenomenon that if the FMCG companies in Pakistani have empowered their workers and the degree to which this has affected their job performance. The major argument in this research is that if the workers are empowered, they will perform superiorly and this will ease attaining the organizational objectives. In Pakistan, several researches have carried out their studies upon employee empowerment and job performance. These researchers have identified a strong connection between employee empowerment and the performance of an organization. It has been asserted that empowerment practices, when executed simultaneously, are related with greater well-being of the workers, performance, productivity, and service quality. Nevertheless, none of these researchers have emphasized upon empowerment being executed at the Pakistan’s FMCG sector. Provided the existing knowledge gap and the underlying significance of worker contribution to the long-term performance of the firms, the suggested study intends at filling in this void.

**Methodology/ Sample:** The research design conventionally tries to ascertain the experiences or perspectives of the respondents on a particularized subject. Since the research is seeking to what degree practices of employee empowerment increases the job performance at the work place in the Pakistani FMCG sector, a descriptive survey is the perfect design to meet the study objectives. This particular research has followed the deductive approach as it tests the assumptions’ validity in hand. This research study has adopted the survey strategy. The intended population comprised of the front line employees functioning at the FMCG sector of the country. These participants were selected from some of the renowned FMCG organizations of the country like Nestle, Reckitt Benckiser, and Pepsi. The investigator has analyzed the collected data through SPSS analysis.

**Findings:** The outcomes of the research reveal that workers cannot be empowered if they are not proficient at their jobs. They require comprehending what they are doing, how and why it fits into the extensive procedures of the company. Empowering the workers indicates that they require information sharing to notice how their organization is doing, and if their efforts make any sort of difference. The study maintains that communication has a vital part to play in any business organization. Furthermore, team work is a profitable manner of attaining success at the organizations. If the organizations increase employee participation in decision making, it will head to dedication, pool of new ideas, citizenship, loyalty, and trust towards the firms. Finally, the study asserts that delegation of power and control are tools of empowerment that can assist workers evolve fresh skills and advance as professionals.

**Practical Implications:** The study suggests that the practices of employee empowerment must be backed by the administration in the fast moving consumer goods sector of Pakistan as this will enable workers to execute their job tasks adequately. The research study additionally recommends that to enhance employee job performance in the FMCG sector there is a high

requirement to incorporate added practices of employee empowerment. Empowerment programs should be completely backed by both the middle and top level management.

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