



**FACTORS AFFECTING NEWLY HIRED  
EMPLOYEES MOTIVATION IN  
TELECOMMUNICATION INDUSTRY OF  
PAKISTAN**

**BY**

**LARAIB BADAR  
REG #32851**

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**Laraib Badar**  
**Regd# 32851**  
**MS PM**

## ABSTRACT

This research has been conducted for analyzing the impact of factors on motivation of newly hired employees in Telecommunication sector of Pakistan. In order to conduct this study, three independent variables were taken i.e. Participative leadership, Financial rewards and Non-financial rewards, whereas two dependent variables i.e. intrinsic motivation and extrinsic motivation. The quantitative research approach has been used in this research. In order to collect data, questionnaires were used. The sample of this study was 200 employees of Telecom industry from Islamabad and Karachi. It has been found from this research that there is significant positive impact of participative leadership, financial rewards and non-financial rewards on intrinsic as well as extrinsic motivation. In the end, limitations have also been provided.

**Keywords:** Intrinsic motivation, extrinsic motivation, financial rewards, non-financial rewards, participative Leadership

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