

EFFECTS OF JOB CRAFTING ON WORK ENGAGEMENT: CASE OF PHARMACEUTICAL INDUSTRY IN PAKISTAN

By

**JAVOID ABBAS
28729**

A thesis presented to the Department of Management Sciences,
Bahria University Karachi Campus, in partial fulfillment of the
requirements
for the MBA degree



FALL, 2018

Bahria University Karachi Campus

Dedication

This thesis is dedicated to:

The sake of Allah Almighty, Creator of the world and my Master,

My great teacher and messenger, Mohammed PBUH (May Allah bless and grant him), who taught us the purpose of life,

Bahria University; my second superlative home;

My abundant parents, who never stop giving of themselves in countless ways,

My beloved brothers and sisters; particularly my dearest brother, Zafar, who stands by me when things look bleak,

My friends who encourage and support me,

All the people in my life who touch my heart,

Acknowledgement

In completion of this thesis first I would like to thank Almighty ALLAH who is the most beneficent and most merciful he gave me strength to fulfill the requirements of this research on time.

Secondly I would like to thanks Sir Mumtaz Khan, who helped me and supervises me throughout this research work. He shares his expert knowledge and experience in order to guide me that I can complete my thesis research properly and timely. He also helped me a lot of doing analysis of this research by using SPSS software.

Abstract

This study has been designed to explore the impact of job crafting on the work engagement in the pharmaceutical industry of Pakistan. For this purpose quantitative research method has been utilized and the data has been collected from the employees of the pharmaceutical industries in Karachi. Sample of the study comprised of 157 employees. The analysis done was correlation and regression. Correlation analysis has been computed to test the hypothesis of the study which was about the relationship. It has been found that all hypotheses of the study have been accepted and job crafting along with its components has significant positive correlation with the work engagement. The study concluded that job crafting components like social resources, challenge resource and structural resource has positive relation with work engagement and also they predict the work engagement. This is a case study and the generalizability of a case study research is low. The sample of the study is limited and only one pharmaceutical industry cannot represent the all-pharmaceutical industries of Pakistan. On behalf of the findings of the study it is recommended that pharmaceutical industries must take care of the job resources which are linked with the job crafting and in turn with the work engagement of the employees.

Keywords

Job crafting, work engagement, pharmaceutical industry

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