

*Majors: HRM
S.No. (4)*

***“EFFECT OF EMPLOYEE CREATIVITY AND SELF DETERMINATION
OVER WORK PERFORMANCE: AN EMPIRICAL STUDY OF SOFTWARE
AGENCIES OF PAKISTAN”***



By:

(Muhammad Suleman Tariq)

(01-121172-024)

Supervisor:

(Aftab Haider)

Department of Business Studies

Bahria University Islamabad

Spring-2019

ABSTRACT

This study is conducted to identify the effect of employee creativity and self-determination on work performance in software agencies of Pakistan. This study has taken employee creativity and self-determination as independent variables, whereas work performance is considered as dependent variable in this study. This study has finalized software sector of Pakistan to testify the relationship between employee creativity and self-determination (independent variables) and work performance (dependent variable). In this research, the major emphasis was on proving the significant effect that employee creativity and self-determination has over work performance in software agencies of Pakistan. To prove this relationship, a survey has been conducted through a structured questionnaire regarding this literature, in which employees associated with the software agencies of Pakistan have been requested to share their experiences regarding the effect of employee creativity and self-determination over work performance. Then, to identify the results on data gathered from the respondents, statistical instruments have been used. Some of the statistical instruments used in this study includes descriptive frequencies, reliability, correlation, regression, ANOVA, and coefficients to conduct the analysis within this study. Results derived through statistical instruments have shown that there exists a significant relationship between employee creativity and self-determination (independent variable) and work performance (dependent variable) within software agencies of Pakistan. Conclusively, it can be said that employee creativity and self-determination have significant positive effect on the work performance within software agencies of Pakistan.

Key words: Creativity, Employee Creativity, Self-Determination, Performance, Work Performance, etc.

ACKNOWLEDGEMENT

First and foremost, I would like to thank Almighty ALLAH for His unconditional love towards me. I would like to express my heartfelt thanks to my supervisor, Aftab Haider, for the professional assistance, encouragement and guidance he has provided me over last few months. His consistent support has helped me a lot in accomplishing my master's thesis in required time which was not possible without his encouragement and supportive suggestions. I would like to thank my family without whom I could not have even started my bachelor's program and do not stand a chance to accomplish it. Lastly, I owe a great debt of gratitude to my parents. With all sincerity and love, I thank my parents for standing by me through thick and thin of my life. Existence of my parents is the meaning of my life. I love them more than words can express.

Contents

ACKNOWLEDGEMENT	3
ABSTRACT	2
CHAPTER 1: INTRODUCTION	7
<i>1.1 The Contextual Background</i>	7
<i>1.2 Problem Statement</i>	11
<i>1.3 Research Questions</i>	11
<i>1.4 Research Objectives</i>	11
<i>1.5 Significance of the Study</i>	12
<i>1.6 Definition of Key Terms</i>	12
<i>1.7 Structure of Thesis</i>	12
<i>1.8 Summary</i>	13
CHAPTER 2: LITERATURE REVIEW	14
<i>2.1 Introduction</i>	14
<i>2.2 Streams of Research</i>	14
<i>2.2.1 Self Determination</i>	14
<i>2.2.2 Employee Creativity</i>	18
<i>2.2.3 Work Performance</i>	23
<i>2.3 Role of Self-Determination in Work Performance</i>	27
<i>2.4 Role of Employee Creativity in Work Performance</i>	29
<i>2.5 The Context: Software Agencies of Pakistan</i>	32
<i>2.6 Summary</i>	33

CHAPTER 3: THEORETICAL FRAMEWORK MODEL	34
<i>3.1 Hypothesis</i>	34
CHAPTER 4: METHODOLOGY	35
<i>4.1 Introduction</i>	35
<i>4.2 Variables of the Study</i>	35
<i>4.3 Research Methodology</i>	35
<i>4.4 Type of Investigation</i>	35
<i>4.5 Role of Researcher</i>	36
<i>4.6 Data Collection Technique</i>	36
<i>4.6.1 Sampling Technique</i>	36
<i>4.6.2 Pilot Study</i>	36
<i>4.7 Data Analysis</i>	37
<i>4.8 Reliability and Validity</i>	37
<i>4.8.1 Variables</i>	37
<i>4.8.2 Sampling</i>	37
<i>4.8.3 Instrumentation</i>	37
<i>4.8.4 Procedure</i>	37
CHAPTER 5: FINDINGS AND ANALYSIS	38
<i>5.1 Introduction</i>	38
<i>5.2 Results of Empirical Methodology</i>	38
<i>5.3 Data Analysis</i>	38
CHAPTER 6: CONCLUSION AND RECOMMENDATIONS	43

<i>6.1 Discussion</i>	43
<i>6.2 Practical Implication</i>	44
<i>6.3 Conclusion</i>	44
<i>6.4 Recommendations and Future Research</i>	45
<i>6.5 Limitations</i>	46
REFERENCES	47
APPENDIX	50