

**“Effect of Motivational Factors on Employee Retention in
Humanitarian Sector in Islamabad”**



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**A research project submitted in partial fulfillment of the
requirement for the degree of MBA**

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2016.



ACKNOWLEDGMENT

All thanks and praises to ALMIGHTY ALLAH who gave the opportunity and enabled me to complete my Master Degree. A large number of people have made possible and contributed to my work on this thesis in different ways. It is a pleasure to convey my gratitude to them all in my humble acknowledgment. Foremost, I would like to give my heartfelt thanks to my supervisor, Mr. Zahid Majeed, for his encouragement, guidance and support from the initial to the final phase of this thesis and for giving me the experience of conducting research throughout the work. Without his support, I could not stand on this stage and I would not have a research career. I could not imagine having a better advisor and mentor. Last but not the least, I wish to express my gratitude to my beloved family and friends for their sincere prayers, support and continuous motivation during the entire length of my course and research work.

ABSTRACT

This research aims to investigate the effect of motivational factors on employee retention in humanitarian of Pakistan. Also, this paper sheds light on the current level of motivation among employees and the existence of relationship between the employee retention and various motivational factors. Pakistan is a developing country with the great potential to flourish in humanitarian sector. So it's very important to find the gray areas and work for its betterment. The literature presented that different motivational factors have different effect on employee retention and the influence of each factor is not same for all the sectors. Primary data has been collected through questionnaires and secondary data has been collected from various sources like books, published journal papers, websites etc. The findings revealed that employees were motivated with the all the factors taken into consideration while conducting the research. Moreover, correlation of retention with all the other variables is positive and significant. The entire hypotheses presented are accepted in this study showing that there is a significant and positive influence of independent variables on employee retention. Recommendations have been proposed to provide solutions to problems identified during the study.

Keywords: Retention, Motivation, Humanitarian Sector.

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