

“LACK OF MOTIVATION OF EMPLOYEES IN
SOFTWARE HOUSES”



By:

Name# *Fatima Zafar* Enrolment # *01-122142-017*
M Rizwan Shakeel *01-122142-038*
Syed Talha Shabbir *01-122142-060*

Supervisor:
Dr.ArifKhattak

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

Department of Management Sciences
Bahria Institute of Management and Computer Sciences

Bahria University Islamabad
2015.

FINAL PROJECT APPROVAL SHEET

Viva-Voice Examination

Date 26/5/2016

Topic of Research:LACK OF MOTIVATION OF EMPLOYEES IN
SOFTWARE HOUSES

<u>Names of Student(s):</u>	Enroll #
Fatima Zafar	01-122142-017
M Rizwan Shakeel	01-122142-038
Syed Talha Shabbir	01-122142-060

Class: MBA

Approved by:

DR. ArifKahattak

Project Supervisor

Internal Examiner

External Examiner

Dr. Sarwar Zahid
Research Coordinator

Dr Nadia Tahir
Head of Department
Management Sciences

Table of Contents

Department of Management Sciences	1
Bahria Institute of Management and Computer Sciences.....	1
FINAL PROJECT APPROVAL SHEET	2
List of Contents.....	8
LIST OF ABBREVIATIONS.....	9
LIST OF FIGURES	10
1. INTRODUCTION	11
1.1. Productivity	14
1.1. Absenteeism	15
1.2. Turnover.....	15
1.3. Deviant Workplace Behavior.....	16
1.4. Organizational Citizenship behavior.....	16
1.5. Problem Statement	17
1.6. Rational of the Project.....	17
1.7. Research Question.....	17
1.8. Objectives.....	17
1.9. Scope of study	18
1.10. Constraints.....	18
1.11. Limitations.....	19
1.12. Type of study.....	19
1.13. Significance of the project.....	19
1.14. Importance of the proposed work.....	19
1.15. Benefits of the proposed plan	20
1.16. Theoretical framework	21
2. LITERATURE REVIEW	22
3. INDUSTRY ANALYSIS.....	26
4. ORGANIZATIONAL ANALYSIS	31
4.1. Sofit tech	31
4.2. Arbisoft.....	32
4.3. Exasoft.....	34
4.4. E-Business Solutions.....	35
5. RESEARCH METHODOLOGY.....	37
5.1. Method	37
5.2. SAMPLE AND PROCEDURE.....	37
5.2. Sources of Data	37
5.3. Procedure.....	38

5.4. Population.....	38
5.6. Findings.....	81
6. Discussion.....	84
7. CONCLUSION.....	91
8. LIMITATIONS.....	92
9. RECOMMENDATIONS.....	93
10.REFERENCES	96

Dedicated to My Loved Ones Friends & Family

ACKNOWLEDGMENTS

All applauses to be the supreme power who gave us the opportunity; and showered his blessing on us to complete the task assigned to us by our faculty members and specially our supervisor DrArifkhatak .His valuable suggestions helped us unto its optimum level to bring this hypothetical idea into the form of a written document is the outcome of our team work.

We are also very thankful to our parents that without their prayer, support and affection; we won't be able to complete this task with our full potential and would reach our expected academic targets.

We with due respect acknowledge all of the above contribution by our loved ones and the very competent faculty members.

Fatima Zafar

Syed Talha Shabbir

Muhammad Rizwan Shakeel

ABSTRACT

This is a comparative study which examines the Motivation level of the software house employees(Sofittech, Arbisole, Exasoft, E-business Solution).Performance evaluation system is considered an essential managerial tool that often influences the organization's performance, decision making process regarding bonus plans, promotions, terminations, training needs and the other intangible rewards that may include motivation, appreciation and acknowledgement of the employee who is contributing his services for their respective organizations etc. A few hundred employees from the four different software houses served as the subjects of the study and filled the questionnaire. Employees were asked to report on their responses towards the motivation and the performance evaluation system which could affect their behavior and attitudes to provide an accurate evaluation. The findings approved the hypothesis that the employees of software houses are not fully satisfied with the intangible reward and specifically motivation level is too low that is intimately affecting their performance and high level of stress are being observed.

Keywords: Motivation, employees, compensation, retention, productivity

List of Contents

1. List of Abbreviations
2. List of figures
3. Introduction
4. Literature Review
5. Industry Analysis
6. Organization's Analysis
7. Data Collection
8. Data Analysis
9. Conclusion
10. Limitations
11. Recommendations
12. References
13. Annexure

LIST OF ABBREVIATIONS

BARS	Behaviorally Anchored Rating Scale
GSM	Global System for Mobile Communications
SA	Self -Appraisal
FLEs	Frontline Employees
PA	Performance Appraisal
AFI	Feedback Intervention
POB	Positive Organizational Behavior
JAVA	Just another Vulnerability Announcement
J-Query	JavaScript query
HTML	Hyper Text Mark-up Language
PHP	Hypertext Pre -Processor
ROR	Remote Outdoor Router
SEO	Search Engine software

LIST OF FIGURES

- 1 .Figure showing Theoretical Frame-Work
2. Figure showing proposed Performance Appraisal Model
3. BAR Charts and Tables showing the Graphical and Numeric interpretation of Data Collection.