

**Reward Preferences of Technical and  
Non-Technical Employees**



**Submitted by Syed Kashif Zamir**

**Roll No 01-222081-014**

**MBA**

**Supervised By**

**Dr. Naveed Akhtar**

**Department of Management Sciences**

**Bahria University Islamabad**

**2011**

## **Abstract**

The aim of this study is to investigate the difference between the reward preference of technical & non technical workers in Pakistani context. Data was collected from Jaffer Brothers, PVT, LMT, having both technical and non technical workforce. A Survey questionnaire was carried among the sample of 100 to find out the reward preference trends among these technical & non technical employees. Support was found for both the hypothesis depicting that technical employees are placing more preference on non monetary rewards as a motivating factor whereas non technical employees have higher preference towards monetary rewards. Managers must know that a technical worker is different from that of a non technical worker. Technical workers are the back bone of any organization to remain competitive and innovative. They need a larger pool of reward available for them with a special preference towards non monetary rewards. So managers should more targeted and forced award system that could motivate employees.

## ACKNOWLEDGEMENTS

I offer my sincerest gratitude to my research guide and mentor **Dr. Naveed Akhtar** who supported me throughout over the last year with patience, and giving me ample space to my own style..

I would also like to thank my parents and family for their moral support and patience.

I would also like to extend my gratitude to my brothers' sisters and all friends for their sympathy and care for making this journey enjoyable, will always remember the good times.

June 2011

## DEDICATION

*To my Parents, Inlaws, Brother Sisters,  
My Class Fellows. advisors and mentor  
Dr. Naveed Akhtar.*

**FINAL PROJECT APPROVAL SHEET**

**Viva-Voice Examination**

Date 30/Jun  /  2011  

**Topic of Research:** Reward Preferences of Technical and Non-Technical Employees

**Name of Student**      Syed Kashif Zamir

**Enroll #**                01-222081-014

**Class:**                 MBA

**Approved by:**

---

Dr. Naveed Akhtar  
Project Supervisor

---

(Ms. Sarwat Bilal  
Internal Examiner

---

(Mr. Anjum Qureshi)  
External Examiner

---

Kashif Ahmed  
Research Coordinator

---

Dr. Shafqat Hameed  
Head of Department  
Management Sciences

# Table of Contents

<u>TABLE OF CONTENTS</u> .....	1
<u>INTRODUCTION</u> .....	2
<u>PROBLEM PHRASING:</u> .....	3
<u>ASPIRATIONS OF THE STUDY</u> .....	3
<u>CONTRIBUTION</u> .....	4
<u>SIGNIFICANCE AND REASONS OF THE STUDY</u> .....	4
<u>PRACTICAL IMPLICATIONS</u> .....	5
<u>LITRATURE REVIEW</u> .....	7
<u>HUMAN RESOURCE ROUTINES</u> .....	9
<u>TRENDS IN GO BACK</u> .....	19
<u>HUMAN RESOURCE ROUTINES IN PAKISTAN</u> .....	29
<u>TOOL</u> .....	35
<u>TINSTRUMENT</u> .....	35
<u>SURVEY QUESTIONNAIRE</u> .....	37
<u>POPULATION</u> .....	40
<u>CASE</u> .....	40
<u>TEXPEDIENTMENTS</u> .....	40
<u>STUDY SETTING AND MOMENT HORIZON</u> .....	40
<u>INFORMATION TREATMENT</u> .....	40
<u>QUANTITY INQUIRY</u> .....	41
<u>INFORMATION CLUSTERING</u> .....	44
<u>INQUIRY AND DISCUSSION</u> .....	46
<u>FINDINGS AND INQUIRY</u> .....	46
<u>EXPEDIENTMENTS</u> .....	46
<u>INFORMATION INQUIRY</u> .....	48
<u>IMPLICATIONS</u> .....	57
<u>ALIMITATIONS</u> .....	57
<u>ADEDUCTION</u> .....	57