

DEGREE PROJECT

"National Culture as a Barricade to Adopting
Western Management Techniques for Local
Businesses in Pakistan"



NAMES OF STUDENTS: HAFIZ AHMAD JUNAID QASIM [01-120082-021]
JAWAD KHAN [01-122092-005]
UBAIDULLAH MUHAMMAD SUFYAN [01-120082-075]
UMAIR SAEED [01-120082-088]

PROGRAM & BATCH: MBA (2008-2011)

This project is submitted in accordance with the degree
requirements for the MBA Program

Department of Management Sciences

Bahria University, Islamabad

DEGREE PROJECT APPROVAL SHEET

Viva-Voce Examination

Topic of Research: "National Culture as a Barricade to Adopting Western Management Techniques for Local Businesses in Pakistan"

<u>Names of Students:</u> HAFIZ AHMED JUNAID QASIM	Enroll # 01-120082-021
JAWAD KHAN	Enroll # 01-122092-005
UBAIDULLAH MUHAMMAD SUFYAN	Enroll # 01-120082-075
UMAIR SAEED	Enroll # 01-120082-088

Class: MBA (2008-2011)

Approved by:

Dr. Shafqat Hameed

Project Supervisor

Mr. Tipu Ismail

Internal Examiner

Mr. Sajjad Pasha

External Examiner

Mr. Kashif Ahmed

Research Coordinator

Ms. Salma Atif Shaikh

Head of Department

Management Sciences

Statement of Authenticity & Word Count

STATEMENT OF AUTHENTICITY

We have read the university rules and regulations relating to plagiarism and we certify this dissertation as our own work and that it does not contain any unacknowledged work from any other source(s). It has been referenced properly as was indicated.

WORD COUNT

Pages: 57

Word Count: 11,242

ACKNOWLEDGEMENTS

Due first and foremost to Allah Almighty, who gave us strength and potential to complete this project.

To our parents and families for their unending support, without which we might not have sustained the pressure.

To our respected supervisor, whose invaluable guidelines enabled us to complete this project successfully.

ABSTRACT

This piece of work looks at the subject of culture which is a very important factor in the sustainability of change in Pakistan. In order to change this typical organizational culture so as to optimize the dynamic contribution of the workers, effective management is the most important issue beside anything else, as the change in organizational culture is generally the change in norms, values, beliefs and attitudes, which is pretty difficult most of the time.

Unfortunately, there is another most important problem on this side of the picture, which is the typical mindset of the entrepreneur. Most of the business organizations in Pakistan are local and family businesses with informal procedures and approximately non-existent professional management style. The owners' mentality is that they are as qualified as the entrepreneur and management, which they are not. Therefore, the businesses style in Pakistan believes in day-to-day management and spends nearly all of their time in troubleshooting.

Consequently, they do not have strategic planning, long term, or short-term goals. On the other side, local industries are not yet entirely convinced that professional management can enhance the potential and profitability except for few progressive businesses. Therefore, the local businesspersons still believe preparation for themselves and their workforce as expenditure of time and money. This has led them to a very unstable situation where any modification is unsustainable, thus results in a very slightly development and growth to a certain extent decline in organizational.

This piece of work also highlights that there is a need to alter the leadership behavior, and it also recommends that the senior management re-examine the values of its employees and shows a more devoted role in implementing a change that is sustainable and develop and new and far more better organization culture.

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