

# **FACTORS EFFECTING GROWTH OF JUBILEE LIFE INSURANCE CO.'S PROFITABILITY**

**By**

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## MBA Thesis

### 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

#### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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#### APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 0% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## Abstract

**Purpose :** The vital and essential aim of this research is to find out the effect of glass ceiling on motivation of female employees .The idea was to find out what are the hindrance in an organization that do not let the female employees to excel or to climb up the ladder in management. After finding this hindrance the purpose of this study was to find solutions that how can managers eliminate or minimize these differences that are not giving equal rights to the female employee.

**Methodology /Sample:** In the study the methodology that is conducted is questionnaire analysis, which was filled by 100 female employees of different firms in Karachi. The managers that I approach are from different level e.g. lower level, middle level and upper middle level. Whereas, the software that has been used to conduct this analysis is SPSS to attain authentic result. For further specification and for the hypothesis, Pearson Correlation method (two-tailed test) and Regression analysis (Multiple) is adopted to prove the hypothesis for this research being conducted

**Findings:** After applying the statistical tool to the data, we came to know that there were two independent variable i.e. stereotyping and promotion barrier that affect the dependent variable that is Motivation. So out of these two independent variable it is proved with the help of the statistical tools being applied to the data that stereotyping has more significant effect on motivation compared to promotion barrier. That means the barrier that is causing glass ceiling and which is not allowing the women to get into the higher management level is stereotyping effect according to the research, which needs to be eradicated from organizations.

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