

IMPACT OF BENEFITS, MOTIVATION, PERFORMANCE APPRAISAL, MANAGERIAL SUPPORT AND WORK LIFE BALANCE AT AL-KARAM TEXTILE MILLS, KARACHI

By

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A thesis presented to the Department of Management Sciences, Bahria University Karachi Campus, in partial fulfillment of the requirements of the MBA degree



FALL, 2016

Bahria University Karachi Campus

Abstract

Purpose of study:

The research study was aimed at identifying the factors that are responsible for employee satisfaction and their long term retention at Al-Karam Textile Mills. The research further defined the importance of retention along with the factors that cause employee retention.

Methodology:

In this research, deductive approach was adopted whereby hypotheses were first developed with the help of variables identified in the literature. The research is based on primary quantitative data which was collected from a selected sample of respondents with the help of a research instrument i.e. a well-structured questionnaire. The data was analyzed with the help of statistical tools Pearson's correlation and Regression analysis, using software SPSS, version 22.

Findings:

The findings of the research suggest that, there is a direct and positive relationship among the highlighted factors and employee retention. These factors include work life balance, employee motivation, managerial support, performance-analysis & Incentives & Benefits. However, the impact of these variables on employee retention is varying.

Implications:

The study is considered quite useful for the management of Al-Karam Textile Mills in particular and for other organizations of the textile industry in general. Managers of other industries may also benefit from the finding of this study. Future scholars and academia may also take lead from the results of this study and undertake similar research on organizations of textile other industries as well.

Key words: *Employee Retention, work life balance, employee motivation, managerial support, performance analysis & Incentives & Benefits*

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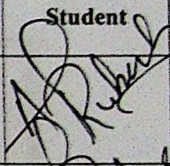

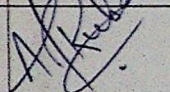
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MBA Thesis

2nd Half-semester Progress Report & Thesis Approval

Supervisor-Student Meeting Record

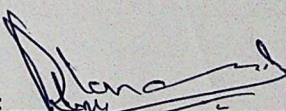
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	15.10.16	Supervisor's Office	Discuss on Questionnaire and Analysis	
6	20.11.16	"	Review of Analysis and Critical Debate	
7	25.12.16	"	Complete Thesis Reviewed.	

APPROVAL FOR EXAMINATION

Candidate's Name: Aqeela Rubab Registration No. _____

Thesis Title: Impact of Benefits Motivation, Performance Appraisal Managerial Support & Worklife balance at Al-Karam Textiles.

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Head Of Department Signature:  Date: _____