

IMPACT OF INTRINSIC REWARDS ON MOTIVATIONAL LEVEL OF BANK MANAGERS AT UBL

By

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5	17, Nov	Faculty cubicle	Discussion on Questionnaire	
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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 11% 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 main aim of this study was to evaluate the impact of intrinsic reward on motivational level of bank managers at UBL Bank. As, these days employee market is very competitive and it's very difficult for companies to retain employees only through good compensation because if employees are not intrinsically motivated, they will not stay in company even if company offer them more money. Companies are now paying more attention on creation of motivation through intrinsic reward and this increasing trend encouraged researcher to conduct this study.

Methodology/sample: In this study Survey Questionnaire was used for data collection. Data from 50 respondents is collected. The respondent individuals are managerial level employees of UBL bank and for analyzing data; correlation test is applied along with some graphical representation.

Findings: According to analysis, Combination of extrinsic and intrinsic reward is appreciated by managerial level employees at UBL bank. Intrinsic reward is good source of motivation but employee's first priority is extrinsic reward. All intrinsic rewards i.e. empowerment, recognition; achievement and professional growth have a significant impact on employee motivation.

Practical Implications- The outcomes of the research might help the banking sector for making strategies, for designing proper system and strategies for their employees that focus on rewarding employees both intrinsically and extrinsically and that system is aligned with the culture, values and business objective of organization too.

Keywords: Intrinsic reward, extrinsic reward, motivation, empowerment, recognition, achievement, professional growth.

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