



EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT PERFORMANCE AT MOBILINK

A Thesis submitted to Department of Management Sciences in part fulfilment
of the requirement for the MBA degree

JUNE, 2014

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Abstract

The telecommunication sector of Pakistan is led by growth, technological advancements, and dynamism. The marketplace is embedded in a highly competitive situation, which is why companies have realized the importance of attracting and retaining the best employees, and that only trained and capable organization can survive and grow in such conditions. In this way, companies are compelled to treat their employees as their most important assets in order to have a great competitive advantage over those who do not. This report focused on answering whether or not the Human Resource Department plays the role of a strategic partner in one of the most popular and renowned Pakistani telecommunication company: Mobilink. From the analysis undertaken during this research-based study, it can be concluded that the company have partially aligned their Human Resource practices with its business level strategies though it realizes the importance of this strategic congruence. Although Mobilink ensure the HR's participation in strategy-formulation exercise, the link is still not completely integrative. The most conveniently used method of selection appears to be interviews given a slight variation are incorporated to those interview structures. The organizations seem to have been struggling in the context of creating an effective performance appraisal system and are facing hard times in this area. There is a dire need to establish a proper Needs Assessment Mechanism with respect to formulating a substantial training program. Employee retention is the core issue of the Pakistani telecommunication sector, at present. This issue finds its roots in the faulty compensation packages being offered in this sector. Mobilink share the grief of employee dissatisfaction, mainly resulting from internal pay inequities. They need to establish proper compensation packages, prioritizing the needs of the employees while introducing sustainable bonuses' and promotions' policies.

Executive Summary

Mobilink is Pakistan's leading provider of voice and data services, bringing more people together through service excellence and product innovation. With more than 36 million subscribers, Mobilink maintains market leadership through cutting-edge, integrated technology, the strongest brands and the largest portfolio of value added services in the industry, a broadband carrier division providing next generation internet technology as well as the country's largest network with over 9,000 cell sites making everyday a better day for its customers. The telecommunication sector of Pakistan is led by growth, technological advancements, and dynamism. The marketplace is embedded in a highly competitive situation, which is why companies have realized the importance of attracting and retaining the best employees, and that only trained and capable organization can survive and grow in such conditions. In this way, companies are compelled to treat their employees as their most important assets in order to have a great competitive advantage over those who do not. This report focused on answering whether or not the Human Resource Department plays the role of a strategic partner in one of the most popular and renowned Pakistani telecommunication company: Mobilink. The thesis presents qualitative research which analyzes the problem statement and come up with recommendations.