



**IMPACT OF TALENT MANAGEMENT ON  
EMPLOYEE'S SATISFACTION IN BANKING  
SECTOR OF SINDH**

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

**Student Name: KHALIDA SYED**

**Student ID: 25712**

**MAY, 2014**

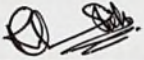
**Bahria University, Karachi Campus**

MBA DEGREE THESIS SUBMISSION FORM  
BAHRIA UNIVERSITY, KARACHI CAMPUS

I Khalida Syed Registration No. 25-712 submit \_\_\_\_\_

bound copies of thesis titled:

Impact of Talent Management on Employees satisfaction in Banking Sector of Sindh. in the management science department as part of fulfillment of the MBA degree requirement.

Candidate Signature:  Date: 7/7/2014

Certificate of Supervisor

I Sayma Zia being the Supervisor of the above student, certify that the research work of the student has been completed to my satisfaction and that the thesis is in a format recognized by the department and is in accordance with the rules of the University. The thesis is appropriate for examination.

Signature:  Date: July 7<sup>th</sup>, 14

## Table of Contents

COPY RIGHTS .....	II
ACKNOWLEDGEMENT.....	III
DEDICATION.....	IV
TABLE OF CONTENT.....	V
List of figures.....	VII
List of Tables.....	VIII
Abstract.....	IX
Chapter 1.....	1
Background of the subject and statement of the problem.....	1
1.0 Introduction.....	1
1.2 Industry introduction.....	2
1.3 Historical Background.....	2
1.3 Statement of the problem.....	3
1.4 Significance of the study.....	4
1.5 Scope of the study.....	4
1.6 Objective of the Study.....	5
1.7 Theoretical frame work and hypothesis development.....	5
1.8 Limitation of the study.....	7
1.9 Research Question.....	7
1.10 Assumptions.....	7
CHAPTER 2.....	8
LITERTURE REVIEW& STUDIES.....	8
2.1 How to Hang On to Your High Potentials.....	9
2.1. How to Keep Your Top Talent.....	10
2.1 How to Boost Employee Career Satisfaction.....	10

2.1 Today's HR departments do much more than just hiring and firing..... 11

2.1 Employee Satisfaction is Key to Success..... 11

2.1 Managing Employees..... 12

2.1 In the Battle of Talent..... 12

2.1 Communication is key to promote commitment..... 13

CHAPTER 3..... 15

RESEARCH METHODOLOGY..... 15

3.1 Research Method ..... 15

3.2 Interpretation of Data..... 15

3.3 Sources of data..... 15

3.4 Research Design..... 15

3.4.1 Population..... 16

3.4.2 Research instrument..... 16

CHAPTER 4..... 17

PRESENTATION ANALYSIS..... 17

4.0 Frequencies of Data..... 17

4.1 Cross Tabulation..... 29

4.2 Correlations..... 31

4.2 Regression Analysis ..... 32

CHAPTER 5..... 34

FINDINGS, COCLUSION, RECOMMENDATIONS..... 34

5.1 Findings..... 34

5.2 Conclusion..... 35

5.3 Recommendations..... 36

APPENDIX A ..... 37

QUESTIONNAIRE..... 38

REFERENCES..... 41

## Abstract

**Purpose** - The purpose of the study is to evaluate the important trend of HR (Talent management) that how it impacts on employee's satisfaction to retain, manage and attract top Talent. Management is very important factor of today's economy because of new generation entering in the workforce and business requires becoming more strategic. When talent management aligned with organization's strategy it will generate maximum profit.

**Methodology/ sample**- In this study the questionnaires filled by 200 respondents to collect the data. Respondents belong to different age group and areas. For data analysis regression and correlation tests were applied. Data collected from three different cities of Sindh (Karachi, Hyderabad and Shikarpur).

**Findings**- Quantitative approach was used to analyze the data. Primary data was collected through questionnaires, responded by bank employees. Majority of banks are practicing Talent Management in their organization. However, it was also evident that employees don't have clear concept of Talent Management. In small city Shikarpur people was completely unaware, whether they were treated as Talent or not. Whereas in comparatively bigger cities i.e. Hyderabad and Karachi, situation was not as desperate as it is in Shikarpur. Overall, most of the employees seemed satisfied with their respective organizations; there were fewer numbers of employees who actually wanted to switch organization.

**Conclusion & recommendation**- The study support that Talent Management actually plays an important role in employee's satisfaction. The results of the study might help the managers in aligning strategies with Talent to earn more profit, and helped to avoid problems which create hindrance in the development of Talent Management. Employees will only creative, when they feel happy and satisfied with their job.

**Key words** Talent management, job satisfaction.