

## **ABSTRACT**

This study aims to analyze the impact of the six motivating factors (Appreciation, Training, Flexible Working Hours, Task Identity, Feedback and Micromanagement) on the level of commitment of the IT Professionals of Jamshoro Education City (JEC). The purpose is to find out the most influential factor which causes motivation for the IT professionals and help them in increasing their commitment level to their jobs and organizations.

The IT professionals of the four education sector organizations including Mehran University of Engineering & Technology (MUET), University of Sindh (UoS), Liaquat University of Medical & Health Sciences (LUMHS) and Hidayat Institute of Science & Technology (HIST) participated in survey carried out for this research. In total, 64 participants shared their views. Majority of them were males and had education level upto graduation. A very few had qualification upto Masters degree.

Survey results showed that majority of the IT professionals were having very low commitment and wanted to leave their jobs. The factors like appreciation, training, flexible working hours and feedback had very low presence at their work environment. However, the respondents termed these factors as very important. The presence of micromanagement was identified at workplaces and was also reported by respondents as a demotivating factor.

The analysis of the data revealed that there is significant impact of Appreciation, Training & Task Identity on the motivation and commitment of the IT professionals in JEC whereas the Flexible Working Hours and Feedback had no impact on their commitment. It also revealed that micromanagement had negative effect on overall commitment of professionals.