

ABSTRACT

Any organization's life cycle consist of four phases; birth, growth, mature and decline. In order to optimize organization's effectiveness, organization should retain its growth and mature phases as long as possible. But to survive growth phase main issue is to keep organization's workers motivated and satisfied to achieve good performance.

Pakistan's power sector particularly Hyderabad Electric Supply Company (HESCO) is also facing this problem and unable to survive growth phase and because of this company is not achieving its goal. There are several need theories but three of them Maslow needs hierarchy(1943), Herzberg two factor theory(1959), Alderfer E.R.G theory(1969) are included in this research. On the basis of these need theories, some factors are identified from literature and semi structured interviews. These factors are hindering in achieving the HESCO's objectives. The result of this study revealed that employee's basic, safety, and growth needs are not fully being met in this sector. The three different needs that are basic, safety and growth needs were assessed at the HESCO's divisional level as well as at the management level.

At HESCO it was identified that the basic needs of employees being met at management and divisional levels. The safety needs of employees are partially being met. Whereas growth needs are not being met at both divisional and management levels.

The outcomes of this study is two folded as it may help to built better understanding of how employee becomes more productive and motivated and may assist to establish such type of frame work or policies in which they can nurture their employees and economic development.