

## ABSTRACT

This research study aims to find out whether urban rural divide has effect on job satisfaction, compensation management and potential brain drain on faculty of Mehran University of Engineering & Technology or not. Both primary and secondary sources were used in data collection. 115 questionnaires returned back out of 187 distributed questionnaires among MUET Faculty. This study adopts experimental methodology, based on a quantitative data, and concluded that there is nothing effects of urban rural divide over the job satisfaction, compensation management and potential brain drain on faculty members of MUET.

Recommendations were prepared for MUET administration, which included following main points:

- University should continue with its current employee hiring policy
- University need to work on attaining the commitment of the employees irrespective with their backgrounds
- Communication of information may be made more frequent
- Trainings needed to be imparted in more quantity
- Faculty members found to be dissatisfactory regarding the pay, benefits and rewards, university should take measures regarding this
- MUET need to review its pay procedure for the faculty by reviewing the market
- The university need to maintain its working culture to keep the faculty satisfied

Furthermore, limitations and course of action for future direction of research are too defined in this study. Statistical Package for Social Sciences software was used to analyze the data.

**Keywords:** Job Satisfaction, Compensation Management, Potential Brain Drain