

ABSTRACT

This research study is conducted to know the Impact of corporate incentives on employee satisfaction: Case Study of Mobile Network Operators in Hyderabad. The core purpose of this research is to know what type of corporate incentives are provided to the employees and what is impact of those incentives on the level of employee satisfaction? The area to conduct this research is district Hyderabad and employees of mobile network operators are underscored to know, explore and analyze the impact of corporate incentives on their motivation and satisfaction level.

This research is explanatory in nature, which means the predefined global incentives will be analyzed to their impact on the level of satisfaction of employees. Various sources for the accumulation of authentic material are used entirely in the completion of this research i.e. internet online journals, research papers, research articles and thesis available on internet are used as secondary source. For the purpose of primary data collection questionnaire is structured to accumulate the authentic data from employees of mobile network operator working in Hyderabad, Sindh.

The data is collected in qualitative method and analyzed in SPSS software through various tests. For the purpose to know the authenticity of data Cronbach alpha test is practiced, which is helpful to know the authenticity of data. Secondly, in SPSS crosstabs are applied on the data extracted from questionnaire to know the correlation-ship of data. The sample size of questionnaire is 200, which means 200 questionnaires were filled by the various employees of mobile operators companies in Hyderabad.

Lastly, in SPSS Pareto test is applied through is become helpful to know the best practices and incentives which impact the employees' level of satisfaction and motivation. In the end results and conclusion are mentioned to describe precisely the way corporate incentives impact the satisfaction level of employees.