THE INFLUENCE OF EMPLOYEE ENGAGEMENT ON ORGANIZATIONAL PROFIT

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MASTER OF HUMAN RESOURCE MANAGEMENT

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A thesis submitted to the College of Business in partial Fulfillment of the requirements for the degree of Master of Human Resources Management

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ABSTRACT

This study is designed to determine the relationship between employee engagement, and organizational profit. In addition, the study examines whether there is a significant difference in mean score on employee engagement between males and females in Palestinian telecommunication company. The scope of the study is limited to managers in Palestinian Telecommunication Company. The results showed statistically significant positive relationships between employee engagement and organization performance. It also shows that there is a significant difference in employee engagement between male and female in Palestinian Telecommunication Company.
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CHAPTER ONE

1.0 INTRODUCTION

This chapter describes a brief background of the research. It explores the problem statement, objectives of the study, research questions of the study, scope of the study and the significance of the study. Definition of key terms and outline of the thesis is also provided at the end of the chapter.

1.1 BACKGROUND OF THE STUDY

The increasing pressures from the rapid changes that are occurring in the business environment have led to a variety of responses among industrial organizations. Globalization of markets and production, the rate of technological innovation and fluctuation in consumer demand are among the factors that have increased the dynamism of the competitive environment to which organizations must respond. This factors make it very difficult for companies to further differentiate themselves from their competitors on the basis of products, prices, and technology (Fisher, Schoenfeldt, & Shaw, 2006).

For Palestinian firms to survive in a global economy nowadays, they need to invest all the available resources in order to get the high profit and increase the organizational performance, So they should focusing more on human resource which is
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REFERENCE


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