

ABSTRACT

Employees are the back bone of a firm and play the part of life blood for it. Their strength and weaknesses can make or break the firm. So is their satisfaction from work which can prove to be one of the biggest motivator for their hard work and excellent efforts towards job commitments. In this study the relationship of banking employees' job satisfaction with banks' profitability (in terms of return on assets, ROA) was checked. Various dimensions of job satisfaction were taken into consideration such as promotion, leadership and supervision, salary, job tension, benefits, work-life balance, job security and gender based differences. Employees from four banks of Lahore were selected at random for getting primary data through questionnaires while annual reports of those banks served as secondary data source. Results were checked from structural equation modelling (SEM) technique. It was found that there was insignificant positive relationship between employees' job satisfaction and banks' profitability in the absence of other important and mediating factors such as customers' satisfaction and other determinants of profitability. However significant relationship was seen in terms of few job satisfaction facets such as leadership and supervision, promotion and gender differentials. Gender biasness and concentration in the banking sector at hiring and among employees was also studied which showed mixed results on its presence and absence. Female employees preferred to shift to other sectors such as teaching, medicine and fashion designing. This pattern shows that banking is somehow a challenging profession in Pakistan's social setup where women are still striving to become economically and socially successful. Recommendations to the policy makers are also presented in the study to make banking sector, one of the most attractive and comfortable place to work at.