

(IJ-07) Role of Job Satisfaction as Mediator Impact of Organizational Rewards and Supervisor Support on Organizational Commitment

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Introduction

The purpose of this research paper is to focus on supervisor support and organizational rewards that facilitate organizational commitment. It further investigates the mediating role of job satisfaction. Data were collected from the employees of the telecommunication sector of Pakistan. A total of 336 questionnaires were distributed for data collection that was self-administered questionnaire. Out of 336, 252 questionnaires were completely filled making a response rate of 75.89% were used for analysis. In this study, independent variables are the organizational rewards and supervisor support, and the dependent variable is organizational commitment. By using regression and correlation analysis, it was found that both supervisor support and organizational rewards predict organizational commitment. Further, job satisfaction mediates the relationship between organizational reward and supervisor support. This study will help the management of telecommunication companies and policymakers how they can increase the commitment of employees in their organization". Keywords: Job Satisfaction, supervisory support, organizational reward, organizational commitment What is the role of marketing in increasing digital markets and where should it focus on? Saritha Attuluri This paper will help to know the role of marketing in small business to increase their digital markets and where they should focus on. The paper is based on secondary data. The paper is based on extant literature and internet sources. The various articles, researches, reports, various websites and the information on internet have been studied. In this study, it has been acknowledged how small business should focus on to increase their digital marketing strategy. The role of digital marketing and content marketing specifically is a huge help to leverage some free advertising and help the business to grow. Digital marketing is the use of digital technology to promote and market in the internet. Digital marketing makes it simple to target exact audience. Focusing on specific target audience increases both customer satisfaction and revenue. It is necessary to know best areas where they need to focus on digital marketing which will help them to reach more audience and future customers. The effectiveness of digital marketing with respect to small business will be analyzed. This study can further be extended to compare the focus of digital marketing techniques with small to various businesses.

Keywords: Internet, Digital Marketing, Content marketing, Digitalization, Marketing trends