Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp. 304-314

A STUDY OF CONTEMPORARY STRESSORS IN TELECOMMUNICATION OF PAKISTAN

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Abstract

Workforce is an important element of an organization that strives every day for the betterment and growth of it. Now a days competitive organizations focus on employee retention by making effective strategies that will help retaining employees for a longer period of time. This study focuses on emerging issues that make employees quit the organization they are working for years and those challenges are work family conflict and job stress. Work family conflict is mainly an emerging problem which leads towards increased job stress and reduced organizational commitment. The data for this study is gathered by applying simple random sampling technique. Questionnaires were distributed to 300 employees working in franchises, service centers and regional offices of Telecommunication sector of Pakistan. Out of 300 distributed questionnaires 291 got filled and returned back that quotes a response rate of 97%. Results of this study portrays that work family conflict negatively leads towards organizational commitment and positively effects job stress among employees of an organization. Job stress leads negatively towards organizational commitment of employees.

Keywords: Work family conflict, Job stress, Organizational commitment, Telecommunication sector of Pakistan

1. INTRODUCTION

In today's dynamic and fast paced environment many organizations are facing challenges; job stress and work family conflict are primarily among those challenges (National Institute for Occupational Safety and Health. (2007). This study is been conducted on Telecommunication sector of Pakistan due to its immense success and huge workforce (Economic survey, P. (2014-15). Telecommunication is pioneer because of its contribution towards economic and technological growth of Pakistan after introduction of Next Generation Mobile Services (3G – 4G) launched in 2014 (Telecommunication Authority, P (2014). Annual Report).

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Job stress appears due to imbalance between environmental demands and person's ability to fulfil those demands and employee's job related hardiness, depression and irritation leads towards Job stress (Lazarus and Folkman (1984). Existence of job stress among service sector's employees is very devastating because it significantly diminishes commitment among employees of an organization (Frone et al. (1992). According to United States National Institute for Occupational Safety and Health job stress is the biggest workplace barrier in today's organizations (National Institute for Occupational Safety and Health. (2007).

Conflict creates collision and disputes among employees due to dissimilarities of viewpoints, verdicts and goals (Thomas (1992).Conflict can be functional (constructive) or dysfunctional (destructive) for an organization's productivity and its employees (Bruk-Lee and Spector (2006). Work family conflict is ruinous for employees because of contradictory demands from work and family frails employee's capabilities to perform each job effectually (Esson, (2004). The conflicting and divergent demands from work and family, and a person's incapability to fulfill those demands leads towards work family conflict and significantly reduces employee's commitment towards organization (Bruk-Lee and Spector (2006).

Numerous employees are encountering work and family imbalance and job stress which leads towards lower organizational commitment among employees (Banwell (2007). Employees experiencing work family conflict and job stress would be unable to maintain their commitment and will be less dedicated towards their work and organization (Frone et al. (1992).

According to Survey by *Northwestern National Life* 40% employees report their job very or extremely stress full and *Northwestern National Life* has reported that one fourth of employees face one or more job stressors in their lives (Northwestern National Life Insurance Company [1991]).

Human Solutions Report (2006-7) states that numerous employees are experiencing reduced quality of work-life. This reflects most prominently the work-life imbalance and job stress (Banwell (2007)).

A survey results revealed that 56% of parents and 42% of non-parents expressed some level of conflict and 17% of parents and 12% of non-parents expressed a lot of conflict between work and family (Bond JT et al. [1998].

2. LITERATURE REVIEW

2.1 Work Family Conflict

Work family conflict occurs due to inappropriate interaction between work and family (Frone et al (1997). Work family conflict can split into objective or psychological conflict. In reality, *(1) objective conflict* arises when a person tries to equalize his work and family life i.e. (a meeting was planned at the same day when that person had to take his parents to hospital); Moreover (2) Employee feels *psychological conflict* with their feelings i.e. (An individual decides to spend his day making work assignments rather than spending it with family and friends) (Greenhaus (1988). Employee perception about work family conflict can be analyzed through "goodness of fit between work and nonworking life" and if there is misfit between work and family roles then employees face more objective and psychological conflict (Rice et al (1992). Work family conflict occurs due to more job requirements and an employee's incapability to fulfil that job leads positively towards job stress and work family conflict has significant negative relationship with organizational commitment (Netemeyer et al. (1996).

2.2 Job Stress

Job stress occurs when employees face job related hardiness, depression, irritation and emotional exhaustion (Armstrong and Griffin (2004). Job stress leads towards negative behavioral consequences among employee of an organizations. Job stress arises due to extra burden of work on employee which can affect an employee's physical and psychological well-being and job stress leads towards lower organizational commitment (Lambert (2004).

Job Demand Control Model which describes job stress is a consequence of an inappropriate interaction between job demand and job control. Job stress occurs due to high job demand and lower perceived control (Karasek (1979).

Effort Reward Imbalance Model, according to this model job stress occurs due to imbalance between reward and employee performance. Job stress occurs when rewards are less than employee performance (Siegrist (1996).

Job Demands Resources Model, this model takes broader range of resources required to fulfil a job's Demands and requirements. Previous models job demand control and effort- reward models were based on control and reward. Demand resource model undertakes various resources to fulfil a job effectively (Lambert (2004).

Transactional Model of Stress and Coping is used to cope with job stress occurred due to work family conflict (Lazarus and Folkman (1984).

Cognitive appraisal shows three interrelated processes known as *Primary Appraisal*, *Secondary Appraisal* and *Reappraisal*. (1) In *Primary Appraisal* the person analyzes the encounter i.e. it's positive, relevant or threatening for that individual on; (2) In *Secondary Appraisal* the individual conducts self-control assessment that how much control he can have on stressors and related outcomes and he also evaluates how to cope with work interpersonal conflict and work family conflict which is a root cause of job stress; (3) In *Reappraisal* on the basis of information gathered from the environment when stressor has changed and coping strategies were ineffective the individual will conduct reappraisal (Lazarus and Folkman (1984).

2.3 Organizational Commitment

Top management plays an important role in creating organizational commitment among employee and organizations create strong culture, positive learning environment and organizational commitment among employees (*Hunt and Morgan (1994).* Employees will be more committed towards organizations if they are facing lower work family conflict and job stress at workplace. Organizational commitment is the extent to which goals, values and rules of the organization are accepted by employees (*Porter et al. (1974).* Committed employees would be more beneficial for organization's success as compared to employees who have lower organizational commitment. *Affective Commitment* is found among satisfied and contented employees and employees who accept organization's standard operating procedures would have strong desire to remain within that organization for a longer time (*Robbins and Coulter. (2003).*

Employee's commitment can be analyzed through different behaviors i.e. focal and discretionary. (1) *Focal Behavior* specifically describe commitment in which person is bound by his commitment; *(2) Discretionary Behaviors* are optional i.e. employee would have flexibility in defining the behavioral terms of his commitment (Meyer and Herscovitch (2001)

There could be work related or non-work related outcomes of work family conflict, work related outcomes involves lower organizational commitment (Allen et al. (2000). A research results portrayed significant negative correlation of (r=-.20) relationship between work family conflict and organizational commitment (Netemeyer et al. (1996). A research conducted on Chinese employees explored that, the more work family conflict and job stress employees face, the lesser organizational commitment they have, there would be lack of loyalty and emotional bonding in them with organization (Meyer and Herscovitch 2001)

3. RESEARCH THEORY AND HYPOTHESES DEVELOPMENT

Work family conflict occurs due to work family imbalance leads towards reduced organizational commitment and increased job stress (Allen et al.(2000).

A research on Nigerian employees and explored that that there exists negative correlation between work family conflict and organizational commitment i.e. when work family conflict increases among employees due to contradictory demands of work and family then employees would be less committed towards organization (Akintayo (2010)

H1: Work family conflict negatively affects organizational commitment.

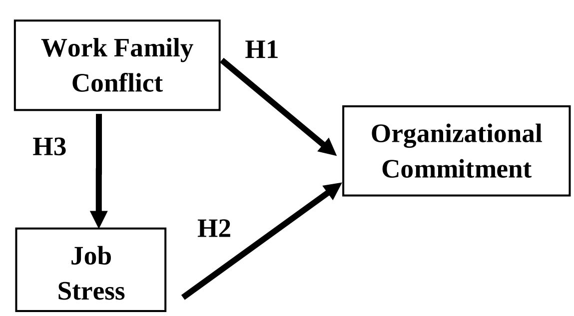
There exists a significant negative correlation between job stress and organizational commitment i.e. due to job stress employees will be less willing to remain within an organization and there will be more organizational commitment among those employees who are facing lower level of job stress at workplace (Leong et al.(1996).

H2: Job stress negatively leads towards organizational commitment.

This relationship states that work family conflict is a contemporary stressor which leads towards job stress and there exists moderate to strong positive correlation between work family conflict and job stress (Allen et al. (2000).

H3: Work family conflict positively leads towards job stress.

4. RESEARCH MODEL



5. METHODOLOGY

5.1 Sampling

Telecommunication sector of Pakistan is the population of this study. Lahore city is selected as a sample to conduct this research. Employees of Telecommunication sector of Pakistan working in regional offices, franchises and service centers are respondents of this study.

164 franchises, service centers and regional offices of Telecommunication sector of Pakistan operating in Lahore were gathered and listed them organization wise. Through simple random sampling formula the list was formulated and data is collected from respondents by following the list from franchises, service centers and regional offices operating in Lahore.

5.2 Data Collection

300 questionnaires were distributed in 60 franchises, service centers and regional offices of Lahore followed by the list created through simple random sampling formula by following Social research methods. Out of 300 questionnaires, 291 were returned back portraying a response rate of 97% and 291 questionnaires were used to conduct analysis. The data is collected from 100% employees of sixty franchises, service centers and regional offices of Telecommunication sector of Pakistan operating in Lahore.

The primary data for this study is collected from executives, assistant managers, senior managers and other managerial employees of Telecommunication sector working in franchises, service centers and regional offices of Lahore.

5.3 Data Analysis Techniques

The primary data collected through structured questionnaire from employees of Telecommunication sector operating in Lahore is interpreted with the help of SPSS 21. The final analysis of the data is conducted by using Pearson's Correlation and Regression Analysis to determine the direction and significance of the relationship among variables on the basis of problem statements and research hypotheses.

6. RESULTS AND DISCUSSIONS

6.1 Respondent Profile

Table 6.1 portrays Demographic Analysis of the study and depicts that majority of respondents are male with (81%). Demographic Analysis portrays that on the basis of marital status majority of respondents (58%) are unmarried. On the basis of Age Group most of respondents lie in age group (26-30) with the percentage of (42) and in (25 or below) with percentage of (35). Qualification of most of respondents is bachelors (60%) and masters (38%). Most of respondents are having Job experience of (1-3 years) and (4-6) years with the percentage of (32%) and (32%) respectively. Designation wise majority of respondents are having Customer Service Representative Designations with a percentage of (48) and most of respondents i.e. (71%) belongs to Customer Service Department.

Table 6.1: Demographic Analysis

Variable	Category	Frequency	Percentage (%)
Gender	Male	210	72.2
	Female	81	27.8
	Total	**291**	**100**
Marital Status	Married	122	41.9
	Unmarried	169	58.1
	Total	**291**	**100**
Age	25 or below	101	34.7
	26-30	122	41.9
	31-35	50	17.2
	36-40	15	5.2
	41 or above	3	1.0
	Total	**291**	**100.0**
Qualification	Intermediate	32	11.0
	Bachelors	174	59.8
	Masters	81	27.8
	M.Phil.	3	1.0
	PHD	1	0.3
	Total	**291**	**100.0**
Job Experience	1 or less than 1 year	44	15.1
	1-3 years	94	32.3
	4-6 years	93	32.0
	7-9 years	40	13.7
	10 or more than 10 years	20	6.9
	Total	**291**	**100.0**
Designation	Executive Manager	49	16.8
	Assistant Manager	41	14.1
	Manager	44	15.1
	Senior Manager	18	6.2
	Customer Service	139	47.8
	Total	**291**	**100.0**
Department	Human Resource Management	14	4.8
	Marketing	24	8.2
	Finance	26	8.9
	Information Technology	15	5.2
	Customer Service	207	71.1
	Others	5	1.7
	Total	**291**	**100.0**

6.2 Correlation Analysis

Table 6.2.1 is portraying correlation between variables undertaken in this study. According to correlation analysis work family conflict at work place leads negatively towards organizational commitment with a percentage of (- 25.9%). Results also revealed that job stress leads negatively towards organizational commitment with significance level of (- 17.2 %). There exists a strong positive relationship between work family conflict and job stress i.e. (33.7%) which portrays that work family conflict at workplace leads towards job stress; work family conflict and job stress negatively affects organizational commitment among employees of an organization.

Table 6.2.1: Correlation Analysis

N=300, subscales recognized as Work- Family Conflict (WFC); Job stress (JS); Organizational Commitment (OC)

	WFC	JS	OC
WFC	**1**		
JS	**.337****	**1**	
OC	**-.259****	**-.172****	**1**

(*p = .05) (** p = .01)

6.3 Regression Analysis

Table 6.3.1 shows a slight negative beta coefficient value determines that work family conflict causes 17.4% variation in organizational commitment. β=17.4% indicates that work family conflict makes significant negative contribution in explaining organizational commitment. R^2 value is (6.7%) which means that (6.7%) variation in organizational commitment is being explained by work family conflict. According to table 6.3 significance value is .000 < 0.10 (critical value) which means that research model is significant. Results show F=20.749%, which depicts significant (high) association between work family conflict with organizational commitment.

Table 6.3.2 portrays that Beta coefficient value is (β= -13.5%) which determines that -13.5 % variation in organizational commitment is due to job stress. R^2 value is (3.1%); R2 tells the proportion of relationship with which job stress influence organizational commitment.

Table 6.3.1: Regression Analysis

	Beta	Std. Error	t-value	p-value
Constant	4.809	.148	32.516	.000
WFC	-.174	.038	-4.555	.000
R^2	.067			
F	20.749			.000

Dependent Variable: OC, Predictors: (Constant), WFC

Results suggest 3.1 % variation in organizational commitment is being explained by job stress. Results suggest that significance value is 0.003< 0.10 (critical value) which means research model is significant. F=4.573 % which reflects weak association of Job stress with organizational commitment.

Table 6.3.2: Regression Analysis

	Beta	Std. Error	t-value	p-value
Constant	4.620	.237	19.509	000
Job Stress	-.135	.045	-2.974	.003
R^2	.031			
F	4.573			.003

Dependent Variable: OC, Predictors: (Constant), Job stress

Table 6.3.3 represents the regression analysis of work family conflict and job stress. Beta-coefficient value determines that work family conflict cause 29% variation in job stress. β=29% indicates that work family conflict leads positively towards job stress. R^2 elaborates the proportion of relationship with which work family conflict influence job stress. Results suggest (34%) variation in job stress is being explained by work family conflict. Significance value is .000 < 0.10 (critical value) which means the research model is significant. The F value elaborates either work family conflict is significantly associated with job stress or not and greater the value of F higher significance exits between variables. Results show F=36.94% which demonstrates that there exists strong association between work family conflict and job stress.

Table 6.3.3 Regression Analysis

	Beta	Std. Error	t-value	p-value
Constant	2.951	.184	16.022	.000
WFC	.289	.048	6.079	.000
R^2	.337			
F	36.949			.000

Dependent Variable: Job Stress, Predictors: (Constant), WFC

7. CONCLUSION & RECOMMENDATIONS

It is concluded that work family conflict is a significant antecedent of reduced organizational commitment and increased job stress. Work family conflict among employees at workplace leads towards lower organizational commitment and increased job stress among employees of an organization. On the other hand job stress leads towards reduced organizational commitment among employees which can be harmful for organizational growth and success.

Work family conflict and job stress both are alarming hurdles towards organizational growth and success and if not managed properly can effect overall growth of organization and its personnel. There is an immense need to put some beneficial strategies in consideration to eliminate such problems from the workplace.

8. FUTURE RESEARCH

Organizational productivity cannot only be affected by very well defined factors in fact there are many more which plays significant role in reducing organizational growth and productivity by affecting its employees. This research study can be extended by exploring more factors which can be devastating for organizations and making organizations aware of those antecedents.

This research can be further explored to other sectors like aviation industry or other service sectors and comparative studies among service sectors can be conducted to judge the motivation level of their employees.

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Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp. 315-329

AN ANALYSIS OF KNOWLEDGE MANAGEMENT PRACTICES & NON-FINANCIAL ORGANIZATIONAL PERFROMANCE IN HOSPITALITY INDUSTRY IN PAKISTAN ON EMPIRICAL BASES

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Abstract

With the passage of time, due to awareness and research in different sectors of organizations, the concept of knowledge management practices have become an asset for organizations and organizations are aware now about the importance of this phenomenon. Knowledge management practices now have become hot button for researchers in different sectors. This study comprises on the concept of knowledge management practices (knowledge sharing and knowledge application) as there is a lack of awareness in hospitality sector in Pakistan about this phenomenon and employees are facing problems in accessing knowledge sharing systems. This research study is the unique one in researches in hospitality sector in Pakistan to analyze the impact of knowledge management practices to organizational performance with perceptual measures (operational excellence, customer intimacy & product/service leadership) for five star, four star and three star hotels separately. For the purpose of survey 300 research instruments were administered to management employees at top level and middle level management up to first line managers in different departments in five star, four star and three star hotels. Sampling was based on multi levels. To select three strata out of five, random sampling technique was used and then to select respondent's proportionate sampling technique was used. The findings exhibits the positive, highly significant (though weak) relationship between the variables. The results also highlighted that the absent of knowledge management practices will highly affect the performance of organizations in hospitality sector in Pakistan. The results of current research will be helpful for managers, executives and policy makers to maintain such a system which would be helpful for employees to facilitate them in terms of knowledge sharing and its application throughout the organizations so that ultimately leads to organizational performance and to attain competitive edge.

Keywords: Knowledge management practices, knowledge sharing, knowledge application, organizational performance, operational excellence, customer intimacy, product/ service leadership.

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1. INTRODUCTION

It is an era of knowledge and awareness. With the passage of time increase in competition have made the organizations more intricate as compare to the past. To fight for survival in this complex rivalry, knowledge and skills of employees are the prerequisite of all organizations (Marimuthu et al., 2009). Only those organizations will survive which possess up to date/ latest information in all regards (Marimuthu et al., 2009). Recent studies and researches highlight this fact that now business environment totally have become knowledge based. They have emphasized on to conquer competitive advantage; brain power is the most important and actual among all assets (Perez and Pablos, 2003).The phenomenon of knowledge management is growing rapidly as the results of advancement in information processing system but hospitality industry is far away from this concept, practically (Cooper,2006; Ruhanen & Cooper, 2004; Yun, 2004; Grizelj,2003). According to researchers (Ruhanen & Cooper, 2004) with the changing demands of customers' preferences for the best from the market, executives are facing issues regarding knowledge management at strategic level to prevail in industry wise intense competition and to attain competitive edge. Organizations have become aware of the importance of knowledge as key strategic asset and become able to revise their strategies to not only achieve competitive advantage but also to maintain it to utilize intangible asset effectively that would ultimately leads to organizational performance (Bhatti et al;(2011). Previous researchers (Cooper, 2006; Ruhanen & Cooper, 2004; Grizelj, 2003) have already identified the reasons for why there is a lack of research and practical implication about knowledge management practices in hotel industry. They considered knowledge management as only a concept limited for manufacturing and corporate businesses (Nonaka & Takeuchi.1995) and they neglected the requirement for inter organizational approach and different aspects of tourism industry which was totally based on organizational networks (Grizelj, 2003).

Knowledge management is basically a process of acquiring, sharing, & applying knowledge in such a way that would become an effective part for organizations as competitive advantage .It is all about managing the knowledge inside and outside the organization (Alavi and Leinder, 2001). According to Milton et al (1999) knowledge management refers to as, to set strategies to get exact knowledge with right format at accurate time to right person. Alavi & Leidner (2001) explained that the most emphasized knowledge management practices in literature are knowledge creation, documentation, sharing / transfer and application of knowledge.

2. Problem Recognition

In hospitality industry knowledge sharing and its application is a main challenge. According to researchers, information sharing is, in inadequate manners to employees throughout the organization. There is a difference in accessing knowledge management system for employees (Irin, & Sarawak, 2013). According to Arif (2013) knowledge management practices have significant effect (87%) on organizational performance .This means that level of organizational performance is not good in the absence of knowledge management practices. In the absence of knowledge management practices, Organization cannot survive and not remain in competition in long run. Knowledge management practices effects the organizational performance positively in unpredictable environment (Raja, Suzana, 2004; 2005; 2008).

3. Research Objectives

According to Gupta & McDaniel (2002) hospitality and tourism industry is being slow to adopt the knowledge management techniques in comparison to other industries.

The primary objective of this research study is to explore

"The impact of knowledge management practices on organizational performance in hotel industry (in five star, four star & three star hotels separately) in Pakistan''

4. Literature Review

4.1 Concept of knowledge

Knowledge is a multi-dimensional and complex phenomenon that's why from centuries it has been a hot button for researchers (Nonaka, 1994). According to Nonaka, knowledge become a dynamic procedure when human pass through a journey of personal belief to exact reality (Nonaka, 2007).Spek & Spijkervet(2005) explain knowledge as a set of practices & processes contained accuracy which direct the opinions, activities, communication of individuals and can be applied to many conditions for a longer period of time. Previously, researchers emphasized on the importance of knowledge in any organization (Buckley & Carter, 2002) that when knowledge combine with human practices, it results in improvement in activities (Long, 1997).The combination of knowledge with practical implementation make it priceless (Jennex & Olfman, 2006).Tywonaik (2007) described that there remain a lack of universally acceptable classification of knowledge which leads to many debates and controversies about the concept. This leads to significant research gap about knowledge (Foss, 2007).

4.2 Definition of knowledge.

Some definitions are as under:

- According to Brauner & Becker (2006), knowledge is the stored results in mind from experiences and observations through perception, thinking and reasoning.

- According to Roos et al (2005) in knowledge based economy, business resources comprises on 20% of tangible and 80 % of intangible resources. Resultantly, for attaining and sustaining competitive edge, knowledge is the main element (Grande, 2006).

Knowledge refers to as a link between information in human minds with its expression in specific context. As specific context is highly significant that's why knowledge implementation varies with its context (Dixon, 2000).

4.3 Knowledge management practices / processes:

Researchers define knowledge management practices in their own ways as there is a lack of universally accepted specified definition. Literature reveals that there are different views about classification and number of knowledge management practices (Alavi & Leidner, 2001).In literature, knowledge management practices and processes have been used interchangeably. In this research study, both terms are referred as knowledge management practices. Ruggles (1998) explain eight knowledge management practices: generate access, facilitate, present, embed, use, transfer and measure. According to Zack et al (2009) knowledge management practices can be define as "knowledge management related observable organizational activities". They have identified four practices related to organizational performance: 1). the ability to locate and share existing knowledge, 2).the ability to experiment and create new knowledge, 3). A culture that encourages knowledge creation and sharing, 4). Lastly, a regard for the strategic value of knowledge and learning. There are five knowledge management practices: knowledge acquisition, creation, documentation, transfer and application (Seleim and Khalil, 2011).

Most of the researchers have recognized four major KM practices knowledge creation, knowledge documentation /storing, knowledge sharing / transfer & knowledge application (Alavi & Leidner, 2001) which are discussed below;

4.4 Knowledge Creation:

There are different theories regarding knowledge creation with two different perspective one is from technology perspective (relates to knowledge discovery in data bases, data mining) & the other is people perspective including Nonaka's knowledge spiral (Wickramasinghe, 2006).Technology perspective revealed knowledge discovery in database (KDD) or data mining refers that the way through which data is transformed in to knowledge. It is a way to identify novel, useful, logical and appropriate pattern in data (Wickramasinghe, 2006). People perspective revealed that there is only one way to create knowledge that is through people and in organizations knowledge can be created through embedded knowledge in groups and . According to Nonaka and Konno, (1998) there are four basic pattern of knowledge creation (SECI model), namely socialization, externalization, combination and internalization (Dixon, 2000; Tywoniak, 2007).

4.5 Knowledge Documentation:

Literatures have identified knowledge documentation as another KM processes. Organizations pay utmost attention to knowledge documentation to not to loose and forget any knowledge. "Organizational memory" is the general term used for storing knowledge in an organization (Stein and Zwass, 1995). Physical sources which includes documentation, electronic data bases etc. and non-physical sources i.e. Employee's embedded knowledge are included (Alavi & Leidner, 2001). External sources include consultants firms, suppliers, and other service providing firms (Helleoid and Simon, 1994). Due to global interaction of organizations, knowledge documentation have gained much importance (Kraijenbrink and Wijnhoven, 2006).According to Seleim & Khalil, (2011, p.595). Knowledge documentation are the activities through which organization save knowledge in the form of organizational memory for further sharing and reuse purposes.

4.6 Knowledge Sharing/ Transfer:

Knowledge sharing is a part of knowledge management practices. Knowledge sharing means sharing knowledge in all units of organization. It involves the transfer of information inside. Argote & Ingram (2000) have found that the embedded knowledge through the communication of employees, tools and responsibilities provide the bases for competitive advantage for the firms. With the advancement in technology. Knowledge sharing is most critical and complex as it is a big challenge for organizations that in which manners information and useful knowledge is being transferred. As human knowledge cannot be share but it is the most valuable asset for a firm. It is an art and challenge for organizations that how these can organizations bind, collect, compose precarious information into valuable knowledge that will lead to competitive edge. Researchers suggested that organizations must emphasis on knowledge distribution culture as part of knowledge management (Harris, 2006).

According to researchers (Hansen et al., 1999 and King, 2006) there are two perspectives of knowledge sharing. One is codification (getting knowledge from electronic databases/repositories, detached of individual that generate it) other one is personalization (knowledge sharing through group interaction, network)

In this study operationally, knowledge sharing is defined as

"It involves all those activities which allow exchange of knowledge at individual, group and organizational level" (Mahmood, 2015).

4.7 Knowledge Application

A big challenge now a days organizations are facing is "application of knowledge" (Matin, Sabagh, 2015).Knowledge application means utilization of knowledge for best decision making. Researchers have identified that only sharing, acquiring and documentation of knowledge is not enough to achieve goals towards high organizational performance but it's actually application of knowledge in efficient and effective way which leads to best in Organizational Performance (Alavi, Leidner, 2001).Operationally knowledge application can be defined as "*the usage of available knowledge in all procedures, services & products as well as in organizational performance"* (Mahmood, 2015).

4.8 Knowledge management practices in Hospitality Sector:

Researchers (Erickson & McCall, 2012) describe human capital and knowledge management practices as interrelated concepts which are based on the idea that the knowledge embedded in minds of employees positively impact on organization's competitiveness and according to them hospitality industry is an enthralling area for research in terms of intangible assets.

Erickson & McCall, (2012) stated that which organizations more invest in their peoples in terms of training, operation manuals, job aids techniques and knowledge management practices will get more in shape of increase in operational as well as financial performance as compare to competitors.

4.9 Knowledge management practices & Organizational performance on the bases of non-financial factors:

Literature evident two dimensions of organizational performance, financial and non-financial. Both dimensions have different factors (Thomas & Ramaswamy, 1996; Gimenez, 2000). Zack et al, (2009) described operational excellence, customer intimacy and product/ services leadership as non-financial factor to measure organizational performance which play a mediating role between knowledge management practices and organizational financial performance. Treacy & Wiersema, (1993) recommended three value terms as value discipline, one related to organization (operational excellence), second related to customers (customer intimacy) and third one is related to product and services (product/services leadership) . Accordingly, these factors leads as competitive advantages for organization.

5. Theoretical Framework

Theoretical framework always hidden in literature review. Previous research studies on diverse phenomenon with dissimilar perspectives provides root cause of research problems so literature provides ground work of the research study. Literature evident that knowledge management has significant impact on organizational performance but the presence of research work on knowledge management practices and organizational performance in hospitality sector in Pakistan is very rare even do not exist.

This study comprises

- Two dimensions of knowledge management practices, knowledge sharing and knowledge application from Ahmad (2012).
- Three value discipline factors operational excellence, customer intimacy and product/services leadership from Zack et al (2009) for non-financial organizational performance.

Researcher have researched a lot on the concept of knowledge management and organizational performance involving financial measures, but no study found with the best of researchers knowledge about knowledge management practices and organizational performance with non-financial terms especially in hotel industry in Pakistan. Quink, (2008) suggested that as knowledge management practices and human capital are intangible assets so these should be measured on non-financial bases to assess organizational performance.

According to above grounds, this study is going to explore and contribute in a unique way in the area of knowledge management practices and organizational performance in hospitality sector in Pakistan.

5.1 Proposed Conceptual Model

In hospitality sector, knowledge sharing and its application always remain a hurdle in performing best from employees in work area due to inadequate knowledge sharing system (Irin & Sarawak, 2013).keeping in view above discussion, following conceptual model is being proposed.

6.1 KM Practices:

According to Rivera-Vazquez et al (2009) in today's economy, knowledge has become the most valuable and competitive asset for the organizations. Literature have identified four dimensions of knowledge management these are knowledge acquisition, sharing/transfer, documentation and application (Seleim and Khalil, 2011). Being more relevant to hospitality industry, this study involves two KM practices, knowledge sharing and knowledge application. The operationalization of these are as follows

6.2 Knowledge sharing:

According to Liao et al, (2005) knowledge sharing involves all activities and networks which are the part of a system to spread and transfer knowledge at individual as well as group & organizational level.

6.3 Knowledge Application:

Knowledge application consist of all activities and processes to utilize available knowledge and information in all units & at all level of organizations. (Seleim and Khalil, 2007).

6.4 Organizational Performance

Perceptual measures are the best way to assess organizational performance involving intangible assets (Kannan & Aulbur, 2004). In this study, organizational performance involve customer intimacy. Operational excellence and product/ services leadership.

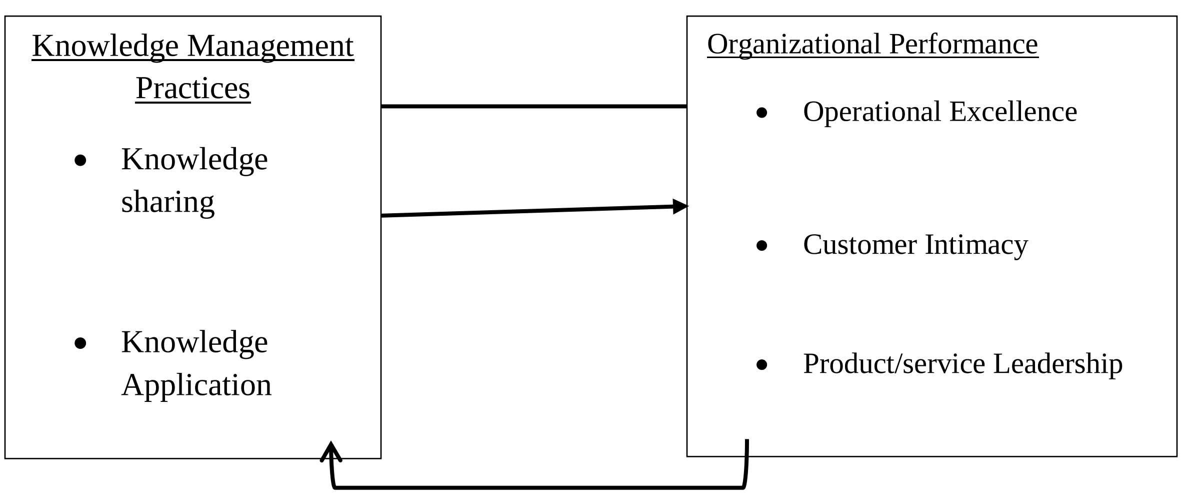
6.5 Operational excellence

Zack et al, (2009) introduced operational excellence as a leadership philosophy involving tools and methods, procedures and approaches which facilitate employees to perform their best. Operational excellence means minimum input resulted in maximum yield.

6.6 Customer intimacy

Treacy & Wiersema, (1993) explained customer intimacy as meeting the exact demand of customers through market segmentation and targeting customers. Main focus of organization is fulfilling customers' demands. Hospitality industry involve both terms, products and services according to the characteristics of this sector. Product and services leadership refers as producing services and products as well through a continuous process which involve innovation and creativity with fast problem solving features.

Hypothesized Research Model



6. Hypotheses

On the bases of discussion about relationship of variables and theoretical grounds, following are the proposed hypotheses

H1. There exist positive and significant relationship between knowledge management practices and organizational performance in five star hotels in Pakistan.

H2. There exist positive and significant relationship between knowledge management practices and organizational performance in four star hotels in Pakistan.

H3. There exist positive and significant relationship between knowledge management practices and organizational performance in three star hotels in Pakistan.

7. Research Methodology

This research study is concerned with the relationship between knowledge management practices and organizational performance in hotels in Pakistan. This research comprises on descriptive and explanatory approach. Nature of the study define cross-sectional study design with the technique of survey questionnaires for collecting data.

Management employees in all departments in hotels in Lahore were the population for this research study. For selection of hotels, stratified random sampling techniques was used and select three strata, five star, four star and three star hotels. Sample size through proportionate random sampling was 300 suitable for the study.

8. Research Instrument

Questionnaire adopted for survey was structured comprising 21 items involving 14 items for knowledge management practices (Ahmed et al, 2011) and 7 items for organizational performance (Rehman et al, 2015) were used. Pilot study was also conducted to check the reliability and consistency of the instrument. Five point likert scale was used as assessment tool starting from 1, strongly agree to point 5, and strongly disagree.

9. Findings

10.1 Reliability Analysis

To check the reliability and consistency of research instrument which has been previously tested by the researchers from where it was adopted, Cronbach's Alpha was used through SPSS 16 software. In this study, the value of Cronbach's Alpha is 0.908.

10.2 Descriptive Analysis

Top level, middle level and first line managers in five star, four star and three star hotels in Lahore were target population in this study. In different hotels in Lahore 300 questionnaires were administered out of them, 275 (91%) were received and 250 (83%) were able for further statistical assessments. Questionnaire contain demographics about gender, qualification, total work experience and their work experience in recent hotel and respondents have to response accordingly. The covering letter of instrument make sure the respondents complete confidentiality of their response.

Following table represents the demographics characteristics.

Table 1

Demographics	Category	Frequency	Percentage (%)
Gender	Male	215	86
	Female	35	14
	Total	250	100.0
Qualification	Bachelors	118	47.2
	Masters	113	45.2
	M. Phil.	8	3.2
	Ph.D.	2	.8
	Others	9	3.6
	Total	250	100.0
Managerial Level	Top	68	27.2
	Middle	182	72.8
	Total	100.0	100.0
Total Work Experience	Less than 1 year	35	14.0
	1-5 years	109	43.6
	6-10 years	53	21.2
	Above 10 years	53	21.2
	Total	250	100.0
Name Of Hotel	Five star	48	19.2
	Four star	83	33.2
	Three star	119	47.6
	Total	250	100.0
Stay In Current Hotel	Less than 1 year	81	32.4
	1-5 years	138	55.2
	6-10 years	22	8.8
	Above 10 years	9	3.6
	Total	250	100.0

The descriptive statistics briefly explained demographic statistics of respondents. According to the results majority of respondents were male (86 %). Majority were bachelor's qualified (47.2%) and then 45.2% respondents were masters qualified. This also represents that there is a lack of professional qualified employees in hotels. Accordingly, majority of respondents were at middle level management employees (72.8%) up to first line managers. Most of the employees (43.6%) have 1-5 years total work experience throughout their career. Major response from three star hotels (47.6%), and generally, employee's work experience in their current hotel was 1-5 years (55.2%) which reflect higher turnover rate in hotels in Lahore.

10.3 Establishing relationship between Variables.

In establishing a relationship between variables in quantitative measure, correlation coefficient (r) provide the value which show the existence and strength of relationship. If the value lie at 0, it represents no correlation. The value of correlation coefficient must be between -1 and +1 for existence of relationship. Negative value depict negative relationship (Increase in x resulted in decrease of y) whereas positive relationship indicate positive relationship (increase in x, increase in y). In this study, the correlation coefficient value is .356** with P-value 0.000 (** correlation is significant at the level of 0.01(two tailed)). The statistical result clearly define positive, moderate and significant relationship between knowledge management practices and organizational performance.

10.4 Hypotheses Analysis

This part of the study comprises on testing hypotheses statistically to accept or reject for this study.

H1. There exist positive and significant relationship between knowledge management practices and organizational performance in five star hotels in Pakistan.

To check and analyze the relationship between knowledge management practices and organizational performance in five star hotels in Lahore, regression analysis is:

Table 2

Regression statistics

			Model Summary			Coefficients		
	R	**R2**	**Adjusted R2**	**F**	**P-value**	**Standardized β**	**T**	**P-value**
KMP	.316	.100	.080	5.094	0.02	.316	2.257	0.02

a. Predictor: (constant): KMP

b. Dependent variable: OP

In above table, value of R square (coefficient of determination, ranged from 0 to 1) refers as explanatory power of the model which (.100) indicate that the 10% change in OP predicted by independent variable KMP. This value show positive, significant but weak relationship between KMP and OP. According to Frost (2014), if the value of coefficient of determination is weak (below 50%) that is normal to have that value. The reason is, the subjects which involve human behavior are unpredictable and that is just fine to have low R square values. Value of F (5.094) which should be 0 to any arbitrary value, with significant level (0.02, here P<0.05) shows model good fit with significance. The value of β (standardized coefficient) reflect the unit change in dependent variable due to change in KMP. The relationship between KMP and OP is 0.316. The value of significance is 0.02 means higher significant relationship. These above mentioned statistical values depicts that the hypothesis 1 is accepted and show positive, significant but weak relationship between knowledge management practices and organizational performance in five star hotels in Pakistan.

H2. There exist positive and significant relationship between knowledge management practices and organizational performance in four star hotels in Pakistan.

To check the hypothesis is accepted or rejected, regression analysis is as follows:

Table 3

Regression Statistics

			Model Summary			Coefficients		
	R	**R2**	**Adjusted R 2**	**F**	**P-value**	**Standardized β**	**T**	**P-value**
KMP	.426	.182	.172	18.002	0.000	.426	4.243	.000

a. Predictor: (constant): KMP

b. Dependent variable: OP

In above mentioned regression analysis, the value of R square is 0.182 which means 18.2% variation in dependent variable due to independent variable. F value is 18.002 describe fitness of model with P- value (0.000) means model is good fitted. Standardized coefficient value β is 0.426 which reflect the proportion of OP from KMP with significant value 0.000 which indicate significant relationship. These above mentioned values clearly indicate a positive, moderate and significant relationship between KMP and OP so the hypothesis 2 is accepted.

H3. There exist positive and significant relationship between knowledge management practices and organizational performance in three star hotels in Pakistan.

To analyze the nature of relationship between KMP and OP following is the regression statistics.

Table 4: ***Regression Statistics***

			Model Summary			Coefficients		
	R	R2	Adjusted R2	F	P-value	Standardized β	T	P-value
KMP	.408	.166	.159	23.370	0.000	.408	4.834	.000

a. Predictor: (constant): KMP
b. Dependent variable: OP

Above mentioned statistical analysis represents value of R square indicate explanatory power of the model. R square value (.166), 16.6% explanatory power of independent variable KMP to dependent variable OP. F value 23.370 indicate adequately significant relationship between KMP and OP along with P-value 0.000 which shows higher significance. The value of standardized coefficient β indicate the proportion of OP from KMP. This reflect the impact of KMP is 0.408 on OP with higher significant value 0.000. The results indicate existence of positive, moderate and significant relationship between KMP and OP in three star hotels which perfectly evident enough for acceptance of hypothesis.

10. Conclusion

Previous researchers have already analyzed the impact of knowledge management practices on organizational performance in different corporate sectors with financial elements but according to the best of researchers' knowledge, no evidence was found of KMP in hospitality sector (a service provider industry) in Pakistan in respect of non-financial contributors. As far as this study is concerned, this study comprises knowledge management practices (knowledge sharing & knowledge application) and organizational performance in non-financial terms and used perceptual measures (operational excellence, customer intimacy & produact/ services leadership) for organizational performance as these measures are best for analyzing OP with intangible assets (KMP). This study is the first effort to analyze hospitality sector in three strata (five star, four star and three star) separately in Pakistan where there is a lack of research especially in this sector (most ignored area for research in Pakistan). The findings and results indicate an adequately significant, positive but weak relationship in all three strata. The values of significance shows the higher level of significance in all three strata. This reveals that the presence of knowledge sharing and its application strongly influence the organizational performance in non-financial terms which ultimately leads to financial performance. This results matched with the findings of the previous researcher (Zack et al, 2009). The results also explained that to attain higher financial output, organizations should enhance their intangible assets and must not ignore non- financial measures. Although the impact of KMP to OP is weak in terms of percentage as KMP is not only one intangible asset which influence organizational performance but there are other intangible assets too like intellectual capital. KMP is just a part of intangible assets of organizations. That's why the impact of KMP to OP is weak but highly significant and matched with previous study (Valmohammad & Ahmadi, 2015).

11. Limitation & Future Research

The scope of the study limited the research. This study involved hospitality sector with only three strata, rest of the hotels (two star) can enhance the impact of the study. Only management personnel have been taken as respondents due to lack of understanding of questionnaires.

Only one influential intangible asset has been studied, other intangible assets like intellectual capital can be added to enhance the impact on organizational performance.

In future, this phenomenon would be helpful to understand the impact of intangible assets to performance of organizations in other sector like, insurance industry (another service provider industry) and real estate industry which are already ignored research areas in Pakistan.

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Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp. 330-344

WASTEAWARE' INDICATORS; AN ASSESSMENT OF THE CURRENT SOLID WASTE MANAGEMENT SYSTEM IN LAHORE, PAKISTAN

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Abstract

The present status of solid waste management reviewed into this article based in Lahore, Pakistan. Following UN-Habitat city profiling with involved systematic quantitative, qualitative assessment, governance features of the present waste management includes in and shows the present system, waste collection, transportation is the main concentration and producing 74,000 tons year-1 of organic compost. Lahore waste management system (LWMC) is low in their target market consulted in decision making (inclusivity) and bad performance (governance features). Formal waste management system having backward of the informal system, which is absolutely inconsistent with current waste management systems. Watchful arranging and organization proposed here to reduce the trouble by integrating informal waste management system into formal waste management system for shared advantages. The integrated sustainable waste management (ISWM) indicators used for different levels of income class and LWMC performance in Lahore. Recommendation builds for the public awareness for recycling and to make the integrating informal sector sustainable system and fill the historical data gap.

Keywords: Lahore Waste Management System (LWMC), Municipal Solid Waste (MSW), Union Council (UC).

INTRODUCTION

Solid waste management can be characterized as the field related with controlling the generation, collection, stockpiling, treatment and transfer of solid waste as per the best general wellbeing standards, economics, aesthetics, engineering and other natural considerations (Tariq, Gill, Ali, & Alamgir, 2017). With fast developing economies, rising populaces, fast urbanization and industrialization with cutting edge advances, specialized and financial advancement and enhanced expectations for everyday comforts all add to a relentless increment in the volume of solid waste municipal items created on the planet.

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Solid waste gathering by government claimed and worked utilities in Pakistan's urban communities at present records for just half of the measure of waste produced; however, for urban communities to be moderately spotless, no less than 75% of these amounts must be gathered. Lamentably, none of the urban communities in Pakistan has a satisfactory solid waste management system, from the accumulation of solid waste to its transfer. A significant part of the uncollected waste postures genuine general wellbeing dangers because of stopping up of drains, stagnant ponds formation and reproducing reason for mosquitoes, flies and caused dengue, malaria and cholera. Moreover, because of the absence of sufficient disposal sites, a significant part of the waste gathered is found in landfills, open pits; Ponds, rivers and farmland. Quickly developing urban areas in creating nations are making a noteworthy commitment. Like other creating nations, Pakistan is likewise confronting genuine challenges as far as solid waste management. Waste production in Pakistan is relied upon to reach 74 000 tons for every day before the finish of 2017 (JICA & Pak-EPA, 2005). This proceeded with increment without a decent waste management arranges postures huge difficulties to public, protection of environment and sustainable advancement in Pakistan.

Couples of issues are identified with solid waste management (SWM), which have problems in the absence of global MSW data; although data are available, they are in different forms and not match able (Wilson et al., 2012). From the earliest starting point of the historical backdrop of humanity, waste disposal was an issue. The issue has increased throughout the years because of increased waste quantities and more significance of environmental awareness that is mismanaged waste. By the year 2025 estimate that worldwide solid waste generation will be 2.4 to 5.9 billion tons for each year (scheinberg et al., 2010a). In this manner, the complexities of solid waste management systems (SWM) are relied upon to grow advance later on. Fast growing countries specifically, confront more serious waste management issues because of the low accessibility of resources and a phenomenal growth in the measure of waste produced. Notwithstanding the progress of SWM practices over the previous decades, crucial institutional, budgetary, social and nature issues remain. Many growing countries having difficulties of collecting and disposing the waste and for that they spend 3-15% of their budget to operational the collection of waste system (Wilson et al., 2012). The Informal waste collectors from the local streets of the towns having a strong impact instead the formal collectors of LWMC for door to door collection, the informal collector sector having an economic benefit and LWMC having a benefit for to treat the less waste for picking from door to door setup. Informal collectors gather waste from private and business ranges, exchange focuses or capacity holders, dumps, exchange stations, purge plots and landfills. Notwithstanding the valuable way of the work done by the informal waste collectors, its exercises are to a great extent overlooked in most growing countries, which are once in a while supported and some of the time debilitated by governments (Sembiring & Nitivattananon, 2010). With expanding urban movements to "modernized" waste management systems, there is a high probability of errors amongst formal and informal areas in regards to waste ownership. To evade such circumstances, it is essential to make an adjusted system. The motivation behind this article is to ponder and comprehend the part of IFWS in waste management in growing countries and to look at the likelihood of its combination into the formal segment. The examination recognized a common working convention that would profit the informal and formal waste areas, as well as people.

Methodology

This article follows UN-Habitat methodology of city profiling (Wilson et al., 2012). The concept of sustainable integrated sustainable management has made it possible to calculate quantitative indicators for qualitative components and indicators for governance characteristics. Official LWMC reports and paper on trends in sustainable water management in Lahore by conducting a first desk study to collect data from the last number of years. The objectives of this study were achieved through documentary research, primary and secondary data collection, approximation, framing and experimentation of the proposed framework. Number of interviews conducted with the Lahore Waste Management Organization (LWMC) staff to assess the current scenario. To comprehend the informal waste recycling system in the city, interviews were conducted with waste traders and waste collectors (informal). Through an investigation of the information gathered and data accumulated in a work area examine, an integration framework was developed. Performance checking of Lahore city developed ISWM indicators for Wasteaware in public (Velis et al., 2012). The resulting radar diagram is useful for a quick overview of the current or proposed system. It is useful to determine which areas require further attention in the future and also allows a quick comparison with other existing or proposed systems.

Background information on SWM in Lahore

Total area of Lahore is 1772 km^2. According to government of Punjab in 2012, the population of Lahore for 2017 is now estimated at 9,245,000. In 1950, the population of Lahore was 836,000. Lahore has increased by 504,000 in the past year, representing a change of 5.80%. These demographic estimates and projections come from the latest revision of the UN's Global Urbanization Outlook. These estimates represent the Lahore urban agglomeration, which generally includes the population of Lahore in addition to adjacent areas of the suburbs. This uprising can be ascribed to the high rate of urbanization in the nation. Lahore was authoritatively partitioned into nine towns, which are isolated into 150 union councils; however it was separated into 274 union councils in December 2016 by the City District Government Lahore (CDGL). The population of one Union council now varies the average population of a union council is 21,000. The population with area income wise of each town out of 9 towns enlisted in Table 1. As of now, LWMC is having responsibility of SWM in Lahore. The organization started operations in 2011 and is in charge of the collecting, transportation and transfer of waste, and additionally road clearing. LWMC has 58 staff and 10,000 field staff for waste gathering and transfer. The organization covers just 68 UC out of an aggregate of 150 UC in Lahore, UC 150 was separated into 274 UC in December 2016 and the official information of these UC's is not in the appropriate format. In March 2012, LWMC contracted two Turkish privately owned businesses, M/s OzPak and M/s Albayrak to gather and transport waste to disposal destinations. These organizations accept waste management obligations in the city in stages.

Table. 1: Towns of Lahore with population, area, households and waste generation.

Town Names	Population (million)	Area (Km^2)	No. of Households	Income Group	Approximately waste quantity[a] (tonnes day^{-1})
Allama Iqbal Town	1.05	513	106,250	Low	987
Aziz Bhatti Town	0.79	68	107,813	Middle	685
Data Gunj Bakhsh Town (DGB)	1.03	30	125,000	High	902
Gulberg Town	0.81	43	137,500	Low	763
Nishter Town	1.14	494	151,563	Middle	780
Ravi Town	1.65	31	156,250	High	1072
Samnabad Town	1.13	37	156,250	Middle	912
Shalimar Town	0.75	24	159,375	Middle	724
Wahga Town	0.89	442	162,500	Middle	575
Cantonment Area[b]	–	97	–	Middle	–
Grand Total	9.24	1780	1,262,500	–	7400

[a]The quantity of waste generated in each town is calculated based on population and average waste generation rate per capita of 0.65 kg/ capita/day (JICA and Pak-EPA, 2005).
[b]Cantonment areas are residential areas for army officials and are managed by the army. This area is not a responsibility of CDGL.

Waste generation and composition

According to Jica and Pak-Epa, 2005 is that the Fast increasing population in Lahore throughout the years creates maximum amount of waste and per capita waste generation estimated 0.5 to 0.65 kg per day. LWMC estimated in their reports of 0.65 kg per day to the aggregate sum of 7400 tons day-1 in Lahore but there is no proper tool for measuring the accurate waste producing in the city (LWMC, 2012b). there are 3 sites of waste composting, 1 is official which is recording the actual rate of amount waste coming to the sites and other 2 are unofficial which having no data recording of waste weighed. Waste production amount depend on income of households explain in table 1 and religious or cultural activities. As indicated by LWMC, "municipal solid waste is mostly household waste (household waste) with occasional commercial waste, construction and demolition debris, sanitation waste, and street waste collected by a municipality in a given area". In the study of ISTAC, 2012 the waste composition in Lahore presented in the table 2. According to the table these all waste samples taken from the common containers and sample collected from the structure of socio economics of the city by low to medium and high income populations located in different towns. Commercial, institutional samples collected from the industries and hospitals.

Waste collection

Two stages were taken for the waste collection in Lahore, called primary and secondary collection. The primary collection is done by either the informal and formal bodies through door to door waste collection. Different containers sites located in Lahore, waste collection from these drums containers are known as secondary waste collection. The two privately companies under contract with LWMC collect 292 tons of waste in 17 out of 150 UCs, providing door to door waste collection services (Masood & Barlow, 2013). The rest of LWMC covered the areas and did not provide door-to-door services, so that most of the time household waste and small burned stores that pollute the climate. For door-to-door services, informal waste collectors play the role of garbage collection using wheeled plows or donkey carts. They are generally paid at the finish of the time from the households in the form of money or food and cloth for these services. Informal sector working in Lahore transport the waste collected and sorted it to the nearby compartment destinations for auxiliary accumulation by LWMC. Generally speaking, in Lahore, it is assessed that 68% of the waste produced is gathered through informal and formal waste collection systems. LWMC states that, "together with its private accomplice organizations, it gathers 73% of the waste created; nonetheless, we take note of that this figure alludes just to the waste delivered in the urban union chambers (83% of the populace) of the city". Most areas such as shopping centers, business areas of the central zone are mainly support by political leaders. For that on officials and regular visits of politicians the resources of all the LWMC used directed towards them. The number of employees as garbage collection in the city is not in view of the entire population and the entirety area of Lahore. That's why other cities are still neglected by LWMC services (Masood & Barlow, 2012). Solid waste gathering by government possessed and worked utilities in Pakistan's urban communities at present records for just half of the measure of waste produced; however, for urban areas to be moderately spotless, no less than 75% of these amounts must be collected. Tragically, none of the urban communities in Pakistan has a sufficient solid waste management system, from the collecting of solid waste to its transfer. The majority of the uncollected waste stances genuine general wellbeing dangers because of stopping up of channels, the making of stagnant small ponds and grounds for breeding the mosquitoes and flies, dengue, Cholera and the malaria fever (JICA and Pak-EPA, 2005). LWMC's awareness campaigns through social media are very poor. As proposed by much waste management specialized, solid waste management arrangements should be adopted to local environment. There are no particular laws for consultation in Pakistan to ensure the people for decision making, awareness in people attitudes in sense of waste producing having a impact not only in form of quantity but automatically waste generated and additionally on its last destination. According to the results of public inquiry the 80% people worry about the environmental waste effects, however just 30% will isolate their waste for reusing. Just 20% of individuals said they knew about waste management arrangements in the city, despite the fact that LWMC frequently claims to advance waste management targets and focuses in the city. There is no such arrangement of state funded instruction and training programs for awareness education campaigns in public and schools or universities. Lahore was officially divided into nine towns, which are partitioned into 150 UC's, yet it was separated into 274 UC's in December 2016 by the City District Government Lahore (CDGL).

Table 2. Composition of waste by weight in Lahore in the year 2012 (data rounded to one significant figure). (ISTAC, 2012).

Waste Type	Households (%)	Commercial (%)	Institutional (%)	Overall (%)
Biodegradable	69	69	46	65
Combustibles	3.4	2.5	1.4	2.3
E-waste	0.2	0.5	0.2	0.4
Glass	0.6	0.4	1.7	0.9
Hazardous waste	0.7	0.5	14	1.6
Metals	0.2	0.03	0.4	0.2
Other	6.9	3	6.9	5.2
Paper-cardboard	2.6	2	6.4	2.3
Plastics	0.6	0.5	1.4	0.8
Plastics bags	8	14	12	11.6
Tetra pak	1	1	1.9	1
Textile	6.8	6.57	7.7	8.7
Total	100.0	100.0	100.0	100.0

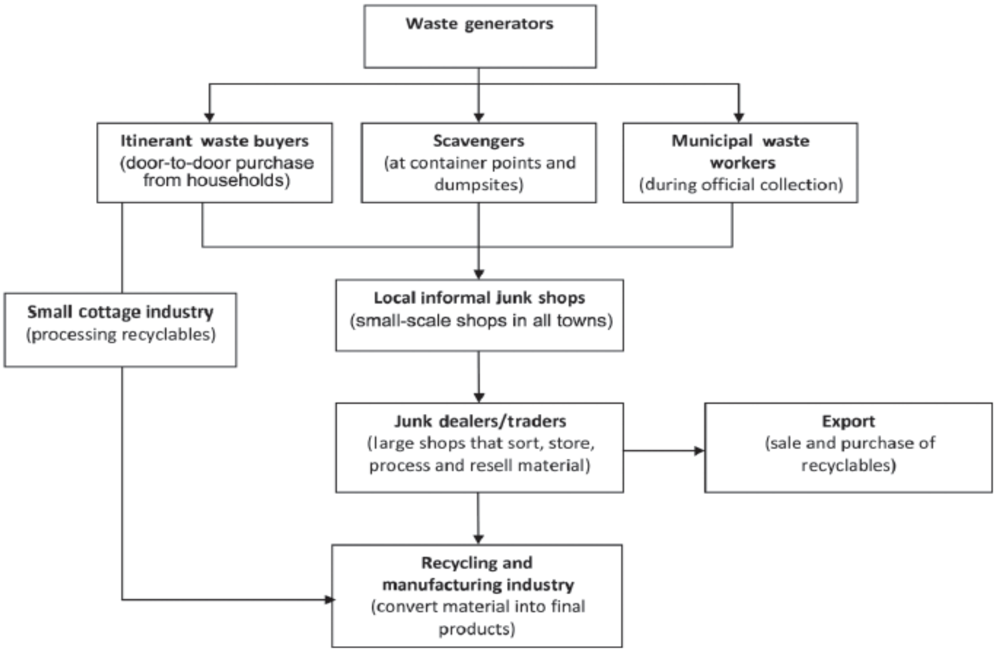

Figure 1

Generic flow of recyclables through an informal recycling system. source (masood, 2013).

The population of one Union council now varies In 18,000 to 27,000 people according to the 150 UC because the average population of a union council is 21,000. The offices of senior officials are well established, the offices of the zone supervisors are located in the office of the union council in each UC. The poor infrastructure of the LWMC staff in each UC, undecorated, no complaints office, no office number and sometimes office is empty when registering complaints. The company covers only 68 UC out of a total of 150 UC (union council) in Lahore, UC 150 was divided into 274 UC in December 2016 and the official data of these UCs is not in the appropriate format.

Waste aware indicator

The monetary manageability pointer is the rate of the populace that utilizations and pays for waste accumulation managements. The aggregate spending plan of SWM in Lahore was Rs. 2.9 billion for the year 2009 to 2010 and expanded to Rs. 6.0 billion for the year 2011 to 2012 (Aly et al., 2010). Waste collection is an expensive action that incorporates accumulation, transport to compartment locales, transportation to transfer destinations; staff pays rates and other auxiliary expenses. Lahore has high scores on this pointer in light of the fact that the marker is construct exclusively with respect to one measure and does not consider different elements, for example, bookkeeping systems, general spending scope, Use in the general spending plan and moderateness User expenses and access to capital for speculation. LWMC proposes to actualize a solid and manageable income era arrange. The pointer for sound establishments and proactive arrangements is a subjective marker and is evaluated on the accompanying criteria: (i) strategies, (ii) level of city control, (iii) control on waste management spending plan, and (Iv) Responsible for waste management. LWMC with poor execution in Lahore worked in 2011, amid these years the management declared a financial plan every year, except the aggregate spending plan of this organization was spent on the gathering and transport of waste to landfills. However they just cover the 62 out of 150 UC with two private business visionaries OZPak and albyrak. In 2011, Lahore was stood up to with the dengue infection as a test around the world; the legislature is making strides particularly concentrating on enhancing the gathering of waste from the city. From that point forward, LWMC is tidying up all landfills and plots to control the generation of dengue mosquito hatchlings. Be that as it may, zones that are revealed or occasional waste packs are still observed dumped outside the homes, which has expanded the quantity of flies and awful smells. Distinctive destinations, for example, indoor and open air open parks, water seepage channels and exhaust plots have seen waste amid the field think about. A genuine risk of seepage has been blocked, surges have happened because of the unlawful transfer of land and uncollected waste. A high rate of plastic packs (see Table 2) in the Lahore squander stream, every rainstorm issue brought about by the deplete blockage created by these plastic sacks (Wilson et al., 2013b).

The pointer for diminishment, reuse and reusing (3R) is quantitative and is computed by reusing rates in the city. In Lahore, a treating the soil plant works as an open private organization extends. The CDGL granted an admission to a privately owned business Lahore Compost (Private) Limited (LCL) for the foundation and operation of the natural substance preparing plant of the MSW touching base at the landfill of Mahmood Booti. The treating the soil plant is situated close to the landfill and utilizations a windrow sort treating the soil technique to deliver 47,230 tons year - 1 of manure of what ought to be sold as 100% natural manure (despite the fact that deals are presently Weak, maybe on account of poor advertising additionally as a result of the nature of the fertilizer). The venture was set up on a Build-Operate-Transfer reason for a time of 25 years. The pilot period of the venture began in March 2006 to at first process up to 300 tons day 1 of MSW. There is no formal reusing system around the local area, even though waste isolation starts as a rule, a typical pattern in many creating nations (Sembiring and Nitivattananon, 2010). As appeared in Figure 1, formal waste authorities (waste specialists utilized by LWMC) likewise isolate recyclable materials from waste gathered in common holders.

In 2011, three privately owned businesses were employed by LWMC to gather way to entry way waste from six union committees assigned as model ranges. In any case, in spite of a sensibly decent execution of the organizations, their agreements were ended to grant new contracts to Turkish organizations. These choices are demoralizing for nearby privately owned businesses and make an unverifiable business condition for them. In spite of their commitments to the system, IFWS is totally overlooked. This is clear from the way that the city has really acquainted two private business visionaries with the weakness of existing casual specialist coops who give off an impression of being intentionally prohibited. Lahore in this way positions generally inadequately on the marker of comprehensiveness, with a "low" appraisal against the incorporation criteria of clients and

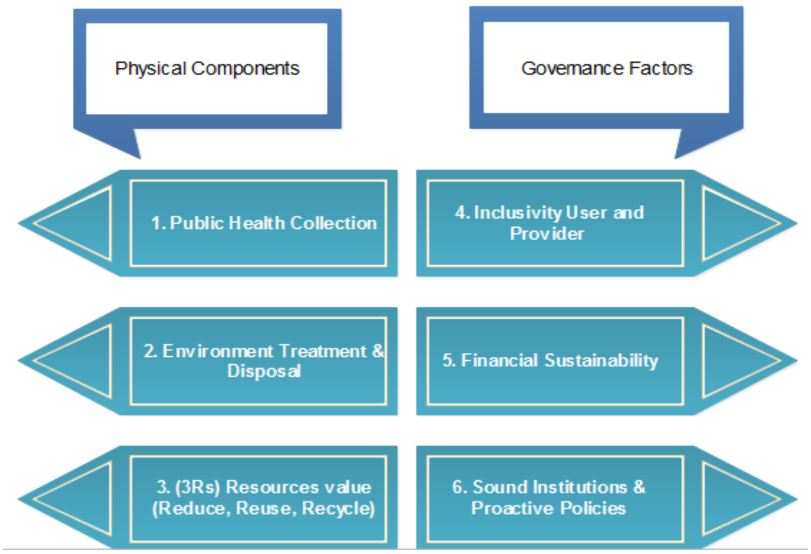

Figure 2. The Integrated Sustainable Waste Management (ISWM) framework used by the Wasteaware indicator set. This is a simplified version of the original ISWM concept (Schübeler, 1996; Van de Klundert and Anschütz, 2001; IJgosse et al., 2004).

providers. Basic leadership in the arranging of SWM is done by CDGL, LWMC, the Environmental Protection Agency (EPA) and different divisions if vital. LWMC has turned into a city organization sensibly capable to deal with the advancement and execution of waste management arranges. Management, arranging and supervisory staff are all around prepared, have clear sets of responsibilities and are prepared all the time. Taking a gander at the national picture, enactment and directions on economic management of the seas in Pakistan are lacking, obsolete and non-focused on various associations partake in various parts. The part of the central government is normally classified as consultative, the part of the commonplace government is administrative, and the part of neighborhood government is legitimate in solid waste management and implementation. Areas accept accountability for upholding natural laws, and the assignment is designated to locale, districts and work chambers. At present, there is no institutionalization law for solid waste accumulation and transfer forms. There is a critical requirement for laws and approaches to be focused on the premise of time bound targets. The general subjective score for this marker in Lahore is "normal". LWMC has finish management control and openness to the SWM spending plan to utilize it as per its arrangements; be that as it may, it doesn't work palatably regarding feasible strategies and the usage of existing directions.

Table 3: Radar detail Table, Lahore City

No	Category	Indicator	Results
		City	Lahore
		Country	Pakistan
Background information on the city			
B1	Country income level	World bank income category GNI per capita	Lower-middle $1,140
B2	Population	Total population of the city	9,245,000
B3	Waste generation	MSW generation (tones/year)	1,916,000
Key Waste-related data			
W1	Waste per capita	MSW per capita (kg per year)	
W2	Waste composition		4 key fractions – as % of total waste generated
W2.1	Organic	Organic (food and green wastes)	65%
W2.2	Paper	Paper and card	2%
W2.3	Plastics	Plastics	12%
W2.4	Metals	Metals	0.1%
Physical components			
1.2	Public health- waste collection	Coverage	Medium
		Waste captured by the system	(75%) Medium
1C		Quality of waste collection service	(63 %) Medium / High
2E	Environmental control- waste treatment and disposal	Controlled disposal	(8%) Low
		Degree of environment protection in waste treatment and disposal	(37%) Low / Medium
3	Resource management- reduce, reuse and recycle	Recycling rate	(35%) Medium
3R		Quality of 3Rs- Reduce, reuse, recycle provision	(17%) Low
Governance Factors			
4P	Inclusivity		(37%)
		Provider inclusivity	(50%) Medium
5F	Financial sustainability	Financial sustainability	(54%) Medium
6N	Sound institutions, proactive policies	Adequacy of national SWM system	(29%) Low / Medium
6L		Local institutional coherence	(62%) Medium / High

Key: GNI – Gross National Income; MSW – Municipal solid waste. Source (Wilson, 2015)

The utilization of overhauled ISWM benchmark pointers to survey solid waste in a city of Lahore results in a table 3 containing not just the estimations of the four quantitative markers and the scores/scores allocated to the eight subjective markers. The information used to figure Quantitative markers and how "best performance judgment" was connected to dole out the scores to the criteria used to compute each of the subjective pointers. Along these lines, ranges of good or great execution are effectively recognized and consideration is attracted to the need regions for potential change in the city.

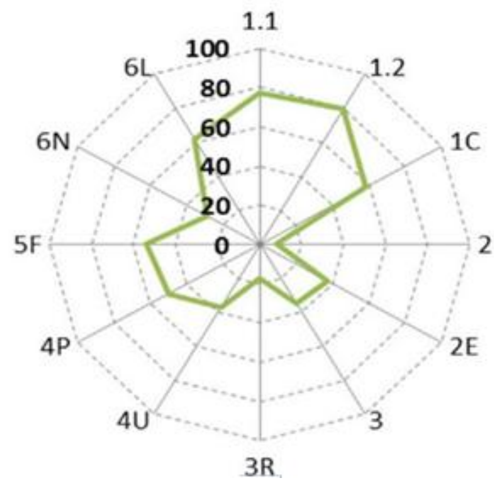

Figure 3. Radar performance view of Lahore (Wilson, 2015)

The utilization of updated ISWM pattern markers are to survey solid waste in a city of Lahore results in a point by radar table containing not just the estimations of the four quantitative markers and the scores appointed to the eight subjective pointers. The information used to ascertain Quantitative markers and how "best performance judgment" was connected to allot the scores to the criteria used to compute each of the subjective pointers. Along these lines, territories of good or great execution are effortlessly distinguished and consideration is attracted to the need ranges for potential change in every city. Taking a gander at the information in Table 3 and Figure 3, Lahore in Pakistan (Massood et al., 2014) concentrated on stretching out gathering scope to more than 70% yet not yet controlled end. Reusing is highlighted as a noteworthy need for further change: it is fascinating to note that the most astounding reusing rates are evaluated for Lahore and the reusing system and their 3R quality pointers are altogether different; Massood and Barlow (2012) exhibited proposition that would address this issue in Lahore, with respect to the joining of the casual reusing segment. Execution against management markers is fairly blended, with no reasonable pattern towards expanding earnings; a specific need is by all accounts to enhance the national arrangement system (Indicator 6N). By and large, the markers propose that further change of the physical segments will probably require a parallel concentrate on a portion of the important parts of management.

Discussion

Summary of current situation

The study took Lahore's assessment purely on the basis of specific indicators which are shown in table 3 in a summarized form. Despite centralization of Lahore waste Management Company concerning the waste collection and its transportation yet 100% accomplishment in terms of collection rates is not attained. Integration of private business regarding collection and waste transportation might increase collection rates but it seems too early to evaluate its execution. The disposal sites are landfills while its methods are not as per requirement. Almost around 27% of recyclable wastes are informally recycled. Although a handsome amount of budget is allocated for the waste management yet the city is still observing issued related to illegal dumping. The performance indicators concerning the governance are not up to the mark while a combination of all i: e formal, informal, public and private waste managers in decision making are a must. Primary purposes of Wasteaware in public through ISWM benchmark often result in public engagements. A score of 68% indicates the sustainability in terms of finance but the amount collected denotes a smaller portion out of total budget for the management of waste. Moreover due to the involvement of private sector, since it's regarded often as too efficient, on the contrary the cost of managing the garbage or waste has risen largely while a decline in its services is noted. The reason for this unexpected pattern is due to the fact that too much expense has been incurred for the new vehicles which after 7 years will be LWMC's property. Municipal Corporation needs to address the issues of financial, technical nature to achieve its sustainability. The current Policies and legislation need to be reviewed and updated so that the same can be implemented in order to excel within the waste management's domain. SWM system in Lahore was found to be waste disposal and resource recovery. It must be effective and long term plan like municipalities in America. Such type of effective system has also been established in New Delhi with minimized cost. The findings of the study of the waste management of Lahore are, Management of landfills by covering and adopting recognized procedures (Rushbrook and pugh, 1999). In long run, new landfill should be developed for effective leaching and gas control. Ensure financial sustainability of the system.

Currently, the plant in Lahore processes only 650 tons per day. There is need to increase the capacity of plant and creation of strong market for compost sales. However, the composting plant receives mixed waste. Collection of source separated organic waste which improves the quality of the compost. Recycling also helped in waste management of the city. The city's budget (2011-2012) was Rs. 6 billion for the collection and disposal, while informal recycling saves around 1.5 billion per year. So informal recycling is required from authorities. Public awareness of waste management is indispensable in Lahore by involving them in redesigning of services and informing them the benefits of new system. Union council should organize public meetings in this respect. Education of women is also necessary with respect to household waste. Lack of goal oriented policies and adequate planning does not work in the long run. The current government is giving attention in improving waste management and spending more than the available budget. If next government do not allocate budget of this magnitude, it will not work. So it should be dependent on informal sector for long term implementation of this system.

Conclusion

The Wasteaware designed indicators applied in the Lahore city for checking the performance as 6N shows the Lahore waste management system has considerable amount of flaw and weakness in its operating system. Also Wasteaware will help to address the missing data of SWM in city. Like many developing countries, public health remains the main driver of waste management in Lahore (Wilson, 2007). Though Lahore city has been consistently trying to improve the SWM yet the results are not up to the mark or its effects are not far reaching. Money focus is on the collection of waste and its transport but the results are not impressive. Our study states that only 30% of the total waste is being managed. Flaws and too much poor planning coupled with the weak infrastructure to dispose of waste have results in bad management of waste generated. The same can be improved by supplying well controlled waste from commercial sectors which operate in a cost effective manner along with well devised marketing of the product to make use of higher benefits. The private sector plays an important role in waste management. Huge budgetary allocations along with user fee surely stimulate the raising of eyebrows regarding the sustainability. It can be established that due to weak planning along with its development the rules and regulation are also not being implemented properly.

However, the original UN-Habitat framework used has a flaw particularly in quantitative indicators. It is difficult to support a single number while ignoring others when it comes to the developing countries where data availability is usually too much of a limitation. For example, the waste collection coverage indicator is based on the number of households that receive a waste collection service but is ignorant to the service quality. To add flavor to the menu, the frequency of service which usually differs city to city is also not mentioned. Only 68% of Lahore receives waste collection service. Furthermore, indicator of financial viability is based on the fact that the service users pays for it and represent one data point while composite meeting indicator meeting a set of criteria is more acceptable to asses. Lack of information prevails in terms of social cultural aspect of waste management within local parameters. Work is underway to address these comments and further improve the ISWM benchmarks (Wilson and Cowing, 2013; Wilson et al., 2013a). Overall it can be deduced from the study that the lack of planning along with both, public and political, wills are major barriers of GDs improvement. Future operating cost of the system is subject a reduction if recycling rates are increased and engagement of informal sector. Thus, a giant leap towards the improvements the engagement of all stakeholders. Future developments should address the areas of composting, recycling and landfill

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Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp. 345-356

INVESTIGATION OF VARIOUS SOCIAL PROBLEMS FACED BY PARENTS REGARDING GIRLS HIGHER EDUCATION AT RAWALPINDI DISTRICT

Ayesha Kanwal

ABSTRACT

The aim of the study was to highlight the problems of the parents of female students at higher education level. In the progress of human capital and overall economic and socio cultural development, higher education of women plays significant part. The first objective of the study was to identify the problems that parents face regarding their girl's education at higher education level. To find out the intensity of problems that parents have to face regarding their girls higher education was the second objective of the study. The third objective of the study was to analyze the problems that parents have to face regarding their daughter's higher education. To suggest guidelines to solve these problems and minimize their impact was the fourth objective of the study. The design of the study was descriptive. Population of the study comprised of all the parents of female students at higher education level of district Rawalpindi. Sample of the study was selected on two stages. At first stage, 100 parents of institute were selected randomly. Data were collected by using simple randomized sampling technique through proportional allocation method using questionnaire. Instrument for data collection was self-report questionnaire that was consisted social problems, female education, and parent's problems regarding their daughter's education. In order to achieve the objective of the study, a self-administered and well-structured questionnaire was developed. The questionnaire was finalized after conducted a pilot study. A self-developed five point Likert scale questionnaire was used to data collection by the researcher. Chi –square, standard deviation, mean and percentage statistical test were applied to analyze data. Results of the study indicated social problems, religious misconceptions and law and order issues were identified was major problems of parents. Recommendations were made for administration, parents and also for students to overcome the social problems of female students.

Keyword: Parents, Female Students, Higher Education, Rawalpindi District, Pakistan

INTROCUCTION:

The concept of University is derived from Ancient Greek inspired by the atmosphere created by the Aristotle and Plato in which they did philosophical negotiations with their students without any religious and political pressure (Orates, 2004). Universities as the highest research and educational institutes are serving to the humanity and international scales were any kind of problem(spiritual and material) analyzed and examined at higher level and received results are conveyed again through publications and teaching (Orates. 2002).

1- Author is an employee in NTS head Quarter Islamabad

For the higher education, universities are the fundamental source and their development is notable in recent past.By realizing the essential rule of higher education to improve in the field of research and development in the field of economic, the Pakistan Government established Higher Education Commission (HEC) in the year 2002 and dissolved the University Grant Commission (UGC). By focusing on its main aim of strengthening the higher education by giving special to research and its application in science and technology field with in Pakistan(Khattak.et al.,2012). There are 139 Universities in Pakistan including 79 public, 60 private universities. Total number of students in these universities 33% of them is female students (Pakistan UNESCO Country Programming Document 2013-2017). It is also compulsory for the progress of the individual as well as for societies and country. It is helpful to make the fruitful and productive future. When it is ensured that all the children without gender discrimination have access to the education at every level, we generate a ripple of opportunity that influence to come. According to the global Competitiveness Index, in the field of health and education performance of Pakistan is very low and weak as compare to other countries of its region like China, Malaysia, Bangladesh and Seri Lnka (Pakistan UNESCO Country Programming Document 2013-2017). More than 68% Pakistan's population is consisted of youth. Thirty two percent of that youth is uneducated. They have no life skills. Women education and skills to contribute their part in the development of country as an active and equal pillar. It is also need for the development of country to allow women to stand at their right place not only in family and community but also at state level women (Pakistan UNESCO Country Programme Document 2013-2017. Objectives of the study are:

1- To identify the problems that parents of the female students face at their higher education level.

2- To find out the intensity of problems that parents have to face regarding their girls education.

3- To analyze the problems that parents have to face regarding their daughter's higher education.

4- To suggest guidelines to solve these problems and minimize their impact.

REVIEW OF THE RELEVENT LITERATURE:

Draz, (2012) stated that population of the World is consisted almost half of the women but they are being discriminated in different areas of life and face more problems in every field as compare to men just because of gender and cultural structure.

Social Problems:

Stephen (1993) stated that there are many factors that affect women rural area. These can be education parents especially of father's education, social status, income level, family system, old traditional values, caste system, and wrongly interpreted religious knowledge which deny the female education. Duzdar and Ali (2011) stated that another major reason which hinders the education for girls is marriage. Most parents are concerns about their marriage and most parents are conscious about their marriage and want to get them married as soon as they attain puberty. Girls get married at a young age and don't get time and chance to get higher education. Pakistan has one of the lowest literacy rates in the World. The picture of educational conditions is grim in Pakistan. More than 40% of girls never enroll in school. Khan (2007) stands that more specifically in kpk and Baluchistan women are severely bound by cultural constraints and prejudices. They are involved in productive and reproductive and community work for 14-18 hours, in these areas the female literacy rate stands between 15 percent. A day as well as northern tribal areas the education of the girls is strictly prohibited on religious grounds. Those girls who go school their attendance rate in primary, secondary and post-secondary schools are lower than boy's. This is a gross misinterpretation of Islam.

Cultural Problems:

Ismail, 2009) found that major problems about female education is that educational institutions are at very distance , problems of separate educational institutions, fear for extremists, fear of loosen power, frequent changes in educational policies. Khattak (2008) investigate that social structure element like traditionalism to purdash is another problem that students have to face. The community people have considered it as the element of integrity of family. They thought that if female go out of their homes, the families, homes would turn out to be on risk. Our community observes purdah as religion and social obligation for female, in which she practices not to expose herself to the stranger/male individuals other than her family members. According to the community members to stay at home by females is a value and value is expected to be practiced by each individual of the society people think that if their females are seen outsides their homes, it will be bad. They think that their respect will be at state and females going out may bring stigmas with them. Qureshi and Rarieya (2007) stated that the feudal system and the absence of democracy (and democratic attitudes) also promote inequalities by creating powerlessness among the large sections of the people, including women. Feudalism perpetuates an unsafe environment where the disempowered in general, and physical violence which is often socially, and until recently, legally condemned. Such cultural constraints restrict girls to participate in productive concerns causing great hindrance in governing the girl's educational institution in the society.

Financial Problems:

Khalid and Mukhtar (2002) stated that in Pakistan, the future of girls' education experienced that if there is a little fee charged for the schooling of girls, expenses of books, uniform and other requirements all this serves as hurdles in acquiring education. Opportunities of earning increase as boy's kids grow as they become helping hand for their parents. So they go for further education. On the other hand girls dropout rate increase as they grown up because they get involved in domestic work to help their mothers and withdrawn from higher education. Smith (2006) explored that mothers who are more educated and have explored specific level of education have an idea and know the importance of education for women, that is why are expect that educational mothers can use the insight and power for their daughter's and more education as compare to them and should go for a step ahead. Ismail (2009) explored that education is very important not only for an individual but for the society also. Education is directly linked with society and its progress for that reason, without education, a society cannot make any development. Higher education is the potent agent for the progress, this also reflect the broad recognition that it contribute to development.

Education is the basic and fundamental right for every individual in any society. Education necessary for the progress of a society that its men and women should get higher education and play their part of the advancement of the society which can only take place if both men women are essential to the process of development, failing to invest in female education can reduce the potential benefits of all types. Female literacy is the challenge of the day.

Co- Educational Problems

Ahmed (2006) South Asia and Muslims families are against the co-education system. Due to this system are cruel and barriers for females to go for higher education. Such type of system also criticizes parents who educate their daughters. It is also observed that some parents are very for the education of their children. They give prestige to the profession of law, medicine, and pharmacy not for boys but for their daughters also. Thompson (2003) stated that the single sex institutes permits female to get success in areas where they may not to have in the presence of male fellows. The National Association of Single Sex Public Examination. Females who attend separate institutions of education get scares, high level of self-esteem, less out dated role of gender attitude and mostly they are involved in leadership positions. UNESCO (2009) female teachers are not enough so the less provision of female teachers is another major hurdle for girl's higher education. This problem is more alarming for the students of rural areas. Because if institute unable to provide female teachers, parents hesitate to send their daughters must be educated by female teachers. It is also difficult for the female educated teacher go in the rural area.

Gender Discrimination

Mansoor (2012) has also been founded that the representation of females in the leadership positions is very low. It is because of the male dominant society of the country. Women have no or very less opportunities in the management field as well as in academic field. Male dominancy is being practiced almost in every sector. Bond (1997) has stated that women and men are basically equal in competency to perform different responsibilities in any organization. But the fact is that most of the organizations ladies are in very less in strength. Women access to the resources is inadequate and very little power. Karikar (2008) analyzed that in the universities participation of women in the management and academic position is very low. Due to this reason their opinions has not been given any importance and worth.

Religious misconceptions

Abida et al. (2011) has state those teachings of Islam given the lesson of equality. Teaching of Islam cannot keep away from education. According to Islam there is no difference in the right of getting education. Hazrat Ayesha (RA) is the well-known schedule of Islam we cannot accept this thinking that higher education keeps the women away from Islam.

LAW and Order

Khattak (2008) explored that issues of safety and security are another social problem that parents have to face about girls' higher education. Long distance travel to universities usually considers daughters for the personal security of females. Incidents of female's sexual abuse and harassment are the reasons to the security of females dominate parents decisions of that sending daughters, especially when educational institutions are at are long distances.

METHODOLOGY:

Research Design

Methodology and procedure which were used in the study to investigate the research problem. The main purpose of the study was to examine the problems faced by parents about female's university education. Following procedure was adopted for this study. The study was descriptive in nature

POPULATION OF THE STUDY:

Population of the study comprised all the parents of the female students at higher education level of District Rawalpindi.

DELIMITATION OF THE STUDY:

The study was delimited to the followings:

1- Selected university for data collection, Pir Mehr Ali Shah
Arid Agricultural University, Rawalpindi.
2- Government post graduate college for women, Rawalpindi.
3- Government Degree College for women, Rawalpindi.
4- Selected disciplines for each University.
1- Faculty of management sciences.
2- Faculty of social sciences.

SAMPLE OF THE STUDY:

For example selection simple random sampling technique was used. Parents of 100 female's students were selected randomly from each university and colleges. The sample size was comprised 300 parents. The sample of the study was drawn by using random sampling technique from the population. There were two stages from sampling. At first stage 1 university and 2 colleges were randomly select from District Rawalpindi. At the second stage, from the each university and colleges to students were randomly selected as the sample of the study. The sample size was comprised 0f 300 parents.

RESEARCH INSTRUMENT OF THE STUDY:

As the study was descriptive in nature, therefore, self-administered questionnaire was used as research instrument to collect data. Research has developed this questionnaire on the basis of literature related to the study.

PILOT TESTING:

To check reliability and validity of questionnaire, a pilot study was conducted. Thirty parents of female students were selected randomly for pilot study. Pilot testing was carried out to diagnose the deficiencies in questionnaire. In the light of results of pilot study, questionnaires for final study.

VALIDITY AND RELIABILITY:

To check the comprehensibility and directness of the questionnaire tern of experts were involved to review them. However to make the questionnaires valid and refined. Repetitions were removed and some items were integrated. The reliability of the self-made tool in present study was found.71. While to check the items, relevancy, accuracy and consistency of the questionnaires developed by the researcher herself the reliability analysis, Cronbach alpha was applied by using SPPS version 16. The reliability of the final questionnaire was .0.905.

DATA COLLECTION:

In order to get data from respondents through the above mentioned instruments, the researcher visited the sample respondents personally and administered the questionnaire to the sample of female student's parents. Researcher thoroughly briefed about the procedure of the filling the questionnaire.

DATA ANALYSIS

Data were tabulated, analyzed, and interpreted in the light of objectives of the study. The statistical package of the social sciences (SPSS) 16 was employed. By using Chi- square statistical techniques. According the demands of objectives and nature of data mean, percentage, chi-square and standard deviation were used as statistical techniques. Percentage shows the ratio of each statement and its entire theme.

Analysis and findings:

1- The study tells that more than half of the respondents play less than twenty thousand fee for their daughters. And 43 respondents pay fee of forty thousand and above.

2- Study shows that the occupation of the most of fathers was government employ. And twenty percent were running their own business.

3- Study indicates that most of the mothers of university of female students house wives. They are no working women or do any job.

4- Study has shown us that the education of the majority of fathers or graduation lies from Metric to Graduation.

5- Study indicates that the education of the mothers of the university female students is from Metric to Graduation. Their numbers is almost. And very less number of mothers has the education less than metric.

6- Study demonstrates that the parents of the female university students are educated. It is also found that none of the parents were illiterate.

7- Study shows the status of the parents that more than half of the parents live together. Very less number of female students belongs to the families of single parents Study.

8- Study explains that eighty one percent of the females were living in their houses and a very less number of families have residence in rented houses.

9- Study illustrates that location of the respondents were almost equal in rural and urban areas.

10- The findings of the study represents the majority of the respondents (82.4%) have less than 10 family members.

11- Over all study shows that almost sixty nine percent of the families were living in nuclear family system. Very less only two percent families were living in extended system.

12- Study explains the most of the parents were facing social problems that their relatives are against the female higher education. Social group community criticized girl's higher education. They have fears about the future of their daughter in finding perfect match of her. They were also facing the problems that they cut off from their families. Parents have fears that their daughters will be included in bad company.

13- Study illustrate that people are facing financial issues due to the daughter' higher education. Many parents were in the favor of boys' higher education. Parents manage their daughter's expenses with difficult.

14- Study demonstrates that most of the respondents were agreed that co-education is one the causes of involving the students in immoral values. Parents have also fear of their daughter's marriage often higher education. Many parents do not allow their daughter's to go higher education due to co-education or male teacher's.

15- Study reveals that parents also have issues that their girls face gender discrimination. They were also have issues that girls considered being unsafe in co-education system.

16- Study indicates that parents have security issues about the accommodation of their daughter's hostels. Parents have transport issues due to the lack of institutional transport system.

17- Study shows that most of the parents have the view that media is one of the reasons in spreading vulgarity in youth. Media is effecting the university environment. Respondents were agreed that academic performance reduces due to the excessive use of media.

18- Majority of the parents are in fear of the statement that higher education keeps the women away from Islamic values. It is the concept that higher education is a hurdle in the Islamic concept of early marriages.

19- Study reveals that parents have security issues due to the condition of the country. Unexpected holidays due to the terrorism affect their girl's education. Parents have security fears in sending their girls outside.

DISCUSSIONS

Importance of education cannot be denied. Education is the only weapon to change the behavior. Nations got success in the World that accept the importance of education and have worked on it. And the countries that did not focus on education are still behaved in the battle of development. Education is important for women as it is important for men. Without educating women no family, society and country get progress in the world. Educating a man means educating a person but to educating a woman means educating a family. As a military leader of France once said that give me educated mothers, I will give you educated nation. Pakistan is under developed country. The literacy rate of Pakistan is under developed country. The literacy rate of Pakistan is round about 55 percent. In Pakistan there is less focus given to the education, especially for the education of women. As we all known higher education is the need of today's world. And it is necessary not only for boys but for girls also. Parents who are educating their daughter's especially at higher education level we facing various problems. In this study the study the researcher has tried to investigate at problems that parents have to face regarding their girls higher education. Studies at higher education level come from different backgrounds of education. Some studies have low average and some comes with great academic achievement. Some can adjust easily in new social environment and can manage themselves emotionally and psychologically. While some face difficulties to settle down. Women enrolment and empowerment in higher education institutions is very low from the satisfactory level. Situation is more alarming in the rural areas because there are very less institutes of higher education for women. That is why access of rural area women to the higher education is a big problem for them. In Pakistan, female's access for higher education is very low or limited. Women in higher education often adopt teaching. Rates of women in the field of management are very low. Cultural and social hurdles preclude females to take part on the position of management. Results of this study match with Maryam (1999) study in development in the economic status of women are very important for their overall progress. If women economically depend on others they stay powerless and unable to get and enjoy their rights also. Results of this study Buzadar and Ali (2011) discussed that scarcity of resources is the serious problem that parents have to face about girl's education. The opponents of general education of girls also supported religious education for girls. The impotent thing in all sceneries to educate their daughter's. The major problems for majority of them are the absence of schools and school related human and physical infrastructure. The problem of transportation, drinking water, electricity, school building and boundaries walls are sever in tribal cum rural areas than settled areas special efforts are recommended to refine girl's schools infrastructure on priority basis. Results of the study Sather et al. (2000) proved that problems regarding girl's security and safety affect their access to the higher education. Long distances and travelling for the higher education and to go to attend institutions of education are considered as a threat due to the personal security concerns of the girls. The incidents of sexual harassment and abuses about girls and importance related to the females personal security is one of the causes of parent's discussion of not willing to send their daughters for higher education. Khattack (2008) studded that issues of safety and security are another social problem that parents have to face about girl's higher education. Long distance travel to universities usually consider dangerous for the personal security of females. Incidents of female's sexual abuse and harassment are the reason to the security of female dominate parents decisions of not sending daughters especially when educational institutions are at are long distances.

SUMMARY

Importance of education cannot be denied. Education is the study weapon to change the behavior. Nation got success in the world that accept the importance of education and have worked on it. And the countries that did not focus on education that still behind in the battle of development. Education is important for women as it is important for men. Without educating women no family, society and country get progress in the world. Educating a man means educating a person but to educating women means educating a family. As a military leader of France once said that give me educated women, I will give you educated nation. Pakistan is under developed country. The rate in Pakistan is round about 57%. In Pakistan there is less focus given to the education especially for the women of education. As we all known higher education is the need of today's world. And it is necessary not only for boys but for girls also. Parents who are educating their daughter's especially at higher education level are facing various problems. In this study the study the researcher has tried to investigate the problems that parents have to face regarding their girl's higher education. Main objective of the study were to identify the problems that parents face regarding their girl's education at higher education level. To find out the intensity of problems that parents have to face regarding their daughter's higher education. To suggest guidelines to solve these problems and minimize their impact was the fourth objective of the study. The study was descriptive in nature. The population of the study was comprised of all the parents of female students studying at higher education level in district Rawalpindi. The data was collected from 300 parents of female education. Simple random sampling techniques were used for sampling. At first stage, 1 university and 2 colleges selected randomly. At first stage one hundred parents through the students were selected randomly from each university and college. Self-administered and well structure questionnaire which was consisted of nine different domains social problems, educational problems, gender discrimination, accommodation problems, impact of media, religious misconceptions and law and order was developed for data collection. The questionnaire was finalized after conducted the pilot study at Pir Pehr Ali Shah Arid Agriculture University Rawalpindi. Standard deviation, mean, percentage and chi-square were applied accordingly for the analysis of data.

CONCLUSION

1- Most of the parents of female students have to face various social problems regarding their girl's higher education that the relatives of the respondents are not in favor of girl's higher education.

2- Many people think that the environment of the higher education institutions is not according to the Islamic values. This is why parents have face problems regarding their daughter's higher education.

3- Parents who belong to the rural areas have face hurdles from the community and social groups of their daughter's higher education. Parents have fright that their daughter will include in bad company because of the university environment.

4- Parents who are educating their daughters especially higher have fear about their daughter's future life. They have the fear that they will be unable to find a perfect match for their girl. Parents faced pressure at the time of their daughter's in the university.

5- The researcher has also found that the parents who are educating their daughter's have fear about the future career of the girls.

6- Parents who are living in the joint family system have to face more problems as compare to the parents who are living in nuclear family system is good for girls education but they are reluctant because they will be separated from their family.

7- Mostly parents have issues due to the co-education system in higher educational institutes. They have the opinion that there very less number of separate higher education institutes for girls. Parents have also fear for their girls during sending them to the universities due to the bad condition of the society.

8- People who are educating their daughters are also facing financial problems and due to the unemployment they think that the girl's education is of no use. Parents are facing financial issues due to the higher education of their daughters. So they have the opinion that the boy's higher education is batter in spite of girl's education.

9- Parents think that the co-education is a cause of involving the young generation in immoral values. Parents who belong to the rural area facing problems regarding their daughter's marriage due to the rural areas. Parents have issues of male teachers for their daughter's.

10- Parents have also problems that their daughters have to face gender discrimination by university administration. And gender discrimination is practiced in higher education. Girls do not enjoy equal rights and status as their male colloquies enjoy.

11- In this study it is found that the parents have problems about the residence of their daughter's in living hostels due to the hygienic issue. Parents are reluctant to send their daughter's in living hostels. There were security issues in private accommodation.

12- Majority of the parents do not have personal transport to pick and drop their daughter's to the institutions. Parents have issues to send their daughters to the university through public transport. Higher education institutions do not have personal transport to pick and drop their daughter's to the institutions. Parents have issues to send their daughter's to the university through public transport. Higher education institutions do not have enough transport for their students.

13- Parents are facing many problems due to the social media. They think that the media has more negative effects as compare to its positive effects. Excessive use of social media has reduced the academic performance of the students.

14- People have misconceptions about the religion regarding girl's education.

15- Parents think that due to the high education young generation is violent of the religion.

RECOMMENDATIONS:

1- There may be a proper system of guidance and counseling for female students so they can choose their field of interest and excel in future.

2- Misconceptions about religion regarding girls may be removed by giving special tasks to the nominated persons of the society like Major Nazir Hussain Shah.

3- Quota for female students in government and Higher education Commission Scholarships may provide help to parents to decrease their financial problems.

4- Administrations of higher education institutes may provide counseling for students so that they may adjust easily in new environment and can overcome their psychological difficulties.

5- Different councils and clubs and literacy councils may be arranged some programs, so that the students interact with other students. It may be also helpful to improve the attitude of the students who come from different parts of the country.

6- It is difficult for under develop countries to establish separate institutes for females, so morning or evening separate shifts in same institutions for girl's may solve the issues of co-education.

7- Provision of institutes transport and students passes/cards to travel on public transport may helpful for students especially females to travel easily.

8- Old values and traditions of society regarding girl's education may be improve and change through media like short clips and advertisements on TV and radio can play vital role regarding this.

9- Arrangements of programs of technical education for girls by the government may helpful for girls get jobs easily after the completion of their studies.

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Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp. 357-368

HEALTHY WORKPLACE, PROPER WORKING; PSYCHOLOGICAL CONTRACTS AND ERGONOMICS

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Abstract

The objective of the paper is to review the literature of psychological contract from the start until date to identify and to add another dimension "interactional contract" that seems to be missing until now. The concept of Ergonomics with the psychological contract is being introduced in this review paper. Where the importance of the workplace ergonomics is explored to help and employee being productive and the new concept of interactional contract has been introduced. That narrates the way employees interact with the resources and workplace environment to fulfill their psychological contracts.

Keywords: Psychological contract, workplace ergonomics, interactional contract, Healthy Workplace, Proper Working; Psychological Contracts and Ergonomics.

INTRODUCTION

In the global economy due to augmented globalization, increased technical development and disproportionate economic variability, organizations are facing the challenging condition by constant restriction of the strategies to survive and maintain the competitive edge. These changes mostly involve negotiations and change in employment agreement to keep the pace with changing circumstances (Zhao et al., 2007). These changing situations may cause employees to feel insecure with respect to their job (Westwood, Sparrow and Leung, 2001). Such uncertain situations may pursue the employees to violate the contract (Morrison and Robinson, 1997). Violation of the contract is associated to the negative attitude and behaviors like turnover, absenteeism, mistrust, anger and lower performance (Glibowsky and Bravo, 2007; Turnley and Feldman, 2000)

"O you who believe! Fulfill the obligations."

(Al Quran, Surah al Ma'ida 5:1)
Psychological contract fulfillment influences the overall productivity of the organization. Small things make a lot of change in this regard like work schedules, work breaks safety standards of the workplace in other words the ergonomics of workplace (Tint et al., 2016). In today's approach, it is the biggest concern of the management to keep their human resource and equipment

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productive to maintain the efficiency of work (Wilson, 2000). Organizational ergonomics i.e., influence employees being productive and maintain a positive impact on their health. The study is been done with the help of an enormous literature review of psychological contract. The review shows that there is a need to central theoretical assumptions regarding psychological contract literature. Psychological contract has been studied with the concept of relational and transactional view only however, there are other factors as well that implicitly nourish the contract fulfillment. This study opens the horizon by identifying another dimension of psychological contract named as *interactional contract*. Where workplace ergonomics shows an imperative part in fulfillment of psychological contract of employees and employers.

Literature Review

1. Psychological Contract

The psychological contract has gained attention in the eyes of researcher to understand employment relationship. The psychological contract has emerged as an analytical framework to examine the employment relationship (Farndale et al., 2014; Festing & Schafer, 2014). From the research perspective, there has been massive growth in terms of literature within last three decades, followed by the publication of Rousseau (1989) that introduced an entirely new concept of psychological contract. The concept of psychological contract emerged in 1960 and later it urbanized in two main phases: its origin and the early expansion phase that covered the time phase of 1958 to 1988 and from 1989 and ahead.

1.1 A Historical progression of the psychological contract

In finding the developmental concept of psychological contract, influential work by Argyris Levinson, Munden, Mandl and Solley (1962) and Schein (1965) contains utmost importance. They brought up the idea of social exchange theory that helped in theorizing the concept of psychological contract. Argyris (1960) considered psychological contract as an implied relationship between employees and employers and narrates that this association develops in a way that workers interchange higher throughput and low grumbles by accepting the wages and a secure job (Taylor and Tekleab, 2004). The first defining concept of psychological contract considered it as an exchange of perceptible, specific and a major economics resource agreed by the two parties by fulfilling each other's need. Following that, Levinson et al (1962) elaborated the concept of psychological contract, which was predisposed by the work of Menninger (1958). Menninger (1958) proposed that with an increase to tangible capitals these contractual relationships also involves the altercation of intangibles such that the exchange relationship between two parties provide mutual satisfaction level in order to keep the relationship continued (Roehling, 1996). Levinson et al (1962) defined the psychological contract on the data they had collected by interviewing 874 employees who believed that opportunities in the relationship were obligatory in nature. Hence, they defined psychological contract as joint expectations between employee and employers, these opportunities may arise from unconscious reasons as well however, each group may not be aware of their own potentials and the expectations of the other group. Taylor and

Tekleab (2004) considered that the effort of Levinson et al. (1962) added in following ways: the two parties in the contract are individual employees and the association to be represented by directors. The psychological contract shields the complicated issues. Some of the opportunities are widely shared others are more individualized in nature and the nature of these potentials may range from highly specific to very generic. As the parties negotiate in terms of prospects, the changes in the circumstances may arise from the perspective of both parties hence psychological contract is subject to change. Being consistent with this concept Schien (1965) highlighted the understanding of the contract both from the perspective of employee and employer. He went further by explaining the role of culture in expressing the psychological contract.

1.2 Disagreement between early reseachers.

The early period in development of psychological contract faced many divergences by different researchers and contributors. As explained Argyris (1960) differentiated in different ways. First, it captures the implied understanding of the exchange of tangible resources between workers and employers. On the other hand, Conway and Briner (2005) explained that the concept of psychological contract is unclear as for example, it does not explain how and on what basis an implicit relationship is formed. Considering this critic Argyris (1960) came up with another yet narrow view of psychological contract with the perspective of tangible resources. Opposing to that Levinson (1962) and Schein (1965) viewed this exchanged contract both in terms of durable and non-durable resources. Although Schein (1965) and Levinson et al., (1962) theorized psychological contract as incorporating outlooks. Levinson et al., (1962) narrates these expectations are mandatory in nature where each party is certain to perform what is being expected. In the similar period Conway and Briner (2005), critics that Levinson et al., (1962) did not see the psychological contract from the perspective of expectations based on the promises rather based on needs. The outcomes of the contract on the other hand were based upon the degree on agreement between both of the parties regarding its fulfilment. In addition, Schein (1965) emphasized the importance of the organizational viewpoint of contract. Later in 1980 he illustrated that psychological dynamics cannot be understood if we look only to the individual's motivations or according to organizational conditions and practices. The two relate in a multifaceted fashion that requires a systematic approach, capable of dealing with inter-reliant occurrences". Thus, the early phase in the growth of the concept of psychological contract is marked by differing ideas and lack of acknowledgement of conceptualization relating to the previous work. Many ambiguities form a lot of new debates to be continued in the concept pf psychological contract.

1.3 Social exchange theory as a speculative introduction of psychological contracts.

Similar to the concept of psychological contract Homans (1958), Blau (1964) and Gouldner (1960) brought an idea of social exchange theory, being swayed by the introductory work done by Mauss (1925). Social exchange theory narrates implicit obligations where one party trusts other in terms of receiving the benefits as reciprocation. The reciprocation of benefits strengthen the level of trust that would lead to a continuous process of obligation fulfillment. . In short social exchange theory undermines how an exchange relationships progress such that responsibility of personal commitments, gratefulness and faith (Blau, 1964). The actions of single party depends upon the reactions of the other and how they communicate with each other determines how social exchange theory is applicable in employment relationship**.** Social exchange theory shares the mutual fundamentals with psychological contract theory. Both view exchange relationships formed by tangible and intangible resources followed by rule of reciprocity. Whereas each party comes up with their own level of expectations to be fulfilled.

1.4 Rousseau's reconceptualization of psychological contract.

Rousseau (1989) article on psychological contract leads towards the further exploration of the concept. Considering her work three outlooks of modern research emerged Establishment, content and the breach of the contract**.** Rousseau's reconceptualization regarding the concept of psychological contract leads to the transition from the early work to the modern era of research. She explains psychological contract as an entity's perception regarding the mutual responsibilities that exists between employee and employer. The mutual obligation may be implicit or explicit in nature and the obligatory fulfillment by one party is dependent upon the fulfillment of obligation through other party. Therefore, psychological contract is a belief about the mutual obligations that exist in exchange between employee and boss and persistent through norm of reciprocity. This conceptualization varies from the previous research as Conway and Briner (2005) emphasized psychological contract with the concept of the expectation whereas Rousseau defined it in terms of obligation. Rousseau's focus on the concept of psychological contract as obligations brings the definition of psychological contract very close to Blau's (1964) social exchange theory. On the other hand, Rousseau (1989) presented obligation with an idea that a commitment has to be fulfilled to a future action. The idea of responsibilities based on promises is very different from that of Levinson et al.'s (1962) regarding the expectations that arise with needs. Blau (1964) remained confused about the increase in obligations except that they are based on the received benefits. However, the benefit arises from the donor's recognition of need or the donor's promises it will provide benefit. (Blau, 1964). The second point to be considered was brought up by Schein (1965) regarding the matching of expectations between employee and employer. Rousseau (1989), accentuated on individual's awareness to commitment of contract restrained the importance of matched idea. The emphasis on needs as opposed to promises implicate for the aspects that form the psychological contract. Rousseau (1989) emphasize that the promises, the organization's impact on an individual psychological contract through implicit and explicit signs. However, the level to which an organization pursues an individual's psychological contract is dependent on the individual and the way he/she perceives the obligations. The important factor of Rousseau's reconceptualization of psychological contract manly is based on the individual level. Psychological contract works as a psychological model of the exchange that narrates what contribution an individual has made except that the one agreed upon

1.5 Contemporary approach.

Contemporary research focuses on the contract breach rather than its formation and content. Rousseau (2001) explains that psychological contracts are based on an individual's cognition and feelings related to the employer-employee relationship. This plan initiates at an early age when a person recognizes the values of reciprocity, hard work, peer group, and the family (Hackett et al., 2016). Before even an individual starts working these plans and learnings influences how the individual is going to interpret and understands the signs and signals from the organizations. The vital part of the research agenda is to work on how promises (Implicit or explicit) are formed by employees at the beginning of the newly assigned role (Bankins, 2014). The socialization period plays an important role in terms of organizational perspective as it shapes an individual's psychological contract (Epitropaki, 2013). Once the person schema of interaction is formed, it is very difficult to change. The new comers in the early stages of socialization try to acquire a lot of knowledge to completely form their psychological contract to reduce uncertainty. Newcomers' proactive attitudes and socialization tactics influence his evaluation of their psychological contract during first year (Alho, 2017). Many questions remained unanswered regarding the boundaries of acceptance and tolerance on the psychological contract establishment and its changing nature over the time (Kumakrika et al., 2016). Subjectively researchers have categorized psychological contract in two dimensions: transactional and relational. The difference between the two is based on the legal work that requires their focus, time, stability, scope and tangibility (Imperatori et al., 2017). Transactional contracts are highly tangible and economic in terms of focus, narrow in terms of scope and finite in their terms and conditions (Killi et al., 2016). In contrast relational contracts contains both tangible and intangible exchange, the contracts are dynamic and open-ended. The scope of the contract is broader and there is a repercussion between individuals work and personal life (Pate et al., 2016). The conceptual distinction between transactional and relational contracts is clear as psychological contract can become relational and less transactional and vice versa (Ruokolainen et al., 2016). Alternately, the empirical distinction between the two is ambiguous. O' Leary-Kelly and Schenk (1999) operationalized transactional and relational contracts in four dimensions i.e., focus, time frame, enclosure and stability by using 15 item measure. Further six dimensions were added by Van den Brande (2004) to include the factor of tangibility (the way psychological contract terms are explicitly identified), Scope (the level according to which the borderline between work and personal life is absorptive), stability (the extent to which the terms of psychological contracts can be changed without the negotiation), time frame (the perceived duration of the relationship), exchange symmetry (the extent to which the relationship is unequal) and contract level (if the contract is structured at individual level or collective level). Relational employer obligations are related to relational employee obligations i.e., Job security for devotion (Hanif et al., 2016). Moreover, transactional employer relationship is related to transactional employee relationship i.e., high pay for high performance (Lu et al., 2016).

1.6 Contract breach and Violation.

Contract breach has mostly been studied from employee's perspective (Lester, Turnley, Bloodgood and Bolino, 2002; Robinson and Rousseau, 1994) and is often experienced by most employees (Conway and Briner, 2002) . Psychological contract is breached when employees perceive failure of the organization to fulfill its' obligation (Rousseau, 1989). The concepts of psychological contract breach and its' violation are interchangeably used by many academic scholars. However, Morrison and Robinson (1997) differentiate between them in terms of cognition and emotion respectively. Breach is apperception regarding the un-fulfillment of obligations however, the violation is emotional experiencing that breach has occurred (Robinson and Morison, 1997). Contract violation includes the anxiety and distress caused by the feeling that obligation by other party has not been fulfilled whereas the other party is working within the boundary of contract and giving its optimum. Breach of the contract on the other hand does not lead to any feeling of violation. Psychological contract violation is still under research from the empirical perspective. In situations where psychological contract holds high value for the employee, the reaction in case of breach is extremely negative (Conway and Briner, 2002). Kickul, Lester and Finkl (2002) explain these perspectives by narrating that procedural and interactional justice are capable of moderating the employee reaction towards the breach. Further on Dulac, Henderson and Wayne (2006) elaborate that the violation itself completely mediates the effect of breach on employees trust and affective commitment. Equity and external locus of control are also known to cement the relationship between breach and violation (Raja et al., 2004). Experimental evidences (Coyle- Shapiro and Kessler, 2000; Lester, Turnley, Bloodgood and Bolino, 2002; Johnson and O'Leary-Kelly, 2003) proves that breach of the contract leads to lower psychological happiness, turnover intention, reduced work satisfaction, trust towards organization, commitment to work and organization and mocking attitudes at workplace (Conway and Briner, 2002; Tekleab and Taylor, 2003; Turnley and Feldman, 1999; Robinson, 1996) Hence, the pragmatic studies supports the negative impact of contract breach on employees' performance.

2. Ergonomics as a Support for the Fulfillment of Psychological Contract

Psychological contract has been studied mostly in terms of transactional and relational contracts, and their breach and violations. The workplace environment plays an important role to fulfill these implicit and explicit contracts, which has not previously been considered. With the help of literature review it has been found out that this concept has previously never discussed that how an environment and presence of proper resources that makes one perform his/her duty in order, is still missing. Ergonomics is concerned with the well-being of person. Royal charter of the Chartered Institute of Ergonomics and Human Factors (CIEHF) has two major objects; one of which is the elevation of well-being with the help of ergonomics (CIEHF 2014). Nature of the organization also plays an important role in employee well-being for which EU research policy agenda explains the need for ergonomics transformation in terms of occupational health and work related challenges (WHO 2011). However, it is important for the ergonomics practitioners to note that reduced performance and long-term sick leaves strongly associate with mental health issues (Sahlin, Ahlborg, Matuszczyk & Grahn, 2014). In order to support this the nature provides a new paradigm for ergonomics, the beneficial impact of ergonomics and nature indicate how nature help heal with workplace well-being i.e. satisfaction, validity and mood (Cervinka et al., 2012). In addition to bringing the benefits of well-being and innovation to the work, HR practitioners can play an important role in making the place ergonomic friendly (Rucker, 2016). Ergonomical workplace enable a person to properly perform his work by the optimum use of skills and abilities. An ergonomically designed workplace is very healthy in making human-machine interface easy friendly and comfortable. The proper work place ergonomics accomplish a person's characteristics and task demands to be fulfilled by him/her. Proper ergonomically environment leads towards the improved worker productivity and decreased health problems. If organization provides a good environment and consider work ergonomics, it helps the employees' loyalty level to be increased (Cheema et al., 2017). Based on the previous study ergonomically designed place plays an important role in explaining the employees' emotional and physical well-being (Cho, 2016). Ozterkoglu et al. (2016) explains that a workplace with poor ergonomics cause emotional and physical stress, low productivity and low quality of work. Poor ergonomics significantly affect the economic conditions of the workplace by employee dissatisfaction. Low productivity, low emotional and physical health. Low emotional health is explained by depression. Anxiety, distress where as low physical health is manifested by heart diseases. Insomnia, headache. These health problems in total directly impact the employees performance and eventually the organizational performance such as dissatisfaction, high turnover, absenteeism, irritate eyes, sore throats congestion and excessive mental fatigue (Sen et al., 2016). Ergonomics is a proper solution of having appropriate working conditions and to improve the productivity of the employees, maintain their proper health and cost to be reduced (Eaves et al., 2016). According to the previous literature indoor air quality, lighting, overall ambiance, furnishing and general working context determines the individual's health, well-being, and satisfaction to work and organization (Samani et al., 2016). Proper improvement of ergonomics directly effects the organization's performance (Castillo, 2016).

2.1 Interactional Contract

Ergonomics is a systematic study of people at work with the objective to improve the working conditions and tasks performed (Makhbul, 2013). Implementation of ergonomics in organization is highly beneficial as ergonomically designed workplace minimizes the amount of energy exerted during the completion of tasks. In corporate set up, ergonomics not only refer to the furniture choice (chairs and desks) but the interaction at workplace, teamwork, policy layouts, noise control, lighting and other aspects of working environment (Brooks, 1998; Makhbul, 2013) Proper resources, furnishing requirements, proper lights, good air quality and all other factors that make a place ergonomically strong helps an individual to properly concentrate at their work as well as maintain their attention along with the proper health at work. Employees' psychological and emotional well-being leads them to be productive and be able to properly fulfill the psychological contracts. Considering the dimension of psychological contract i.e. transactional contracts and relational contracts. The previous literature shows how important is the environmental ergonomics that help an employee to fulfill what is being expected by them to be fulfilled. For that, the term that has been introduced here is “Interactional contract”, which is defined as a proper interaction of ergonomics and employees to ultimately fulfill their psychological contracts. For example, an organization is no entity without its human resource. According to social exchange theory, wherever there are human forces working together there is a communicative and interactive environment. Social exchange theory later derived the concept of psychological contract. An organization is formed with employees and there are always implicit and written contracts between employees and employers. Employees may work better when the organization focuses on their ergonomics as ergonomics focus on the human health safety and overall well-being of employees ((Sahlin, Ahlborg, Matuszcyk & Grahn, 2014). Proper air quality, proper seating, proper furnishing automatically helps and employee to work properly and fulfill his/her contracts. However, on the other hand the organization where ergonomics are poor and non-existent in nature, psychological contract lies there as well but employees may feel to be non-productive and have feeling of breach and may violate the contract. Keeping in view that poor ergonomics design significantly impact the organization through job dissatisfaction, poor health symptoms, absenteeism, poor work quality and low productivity (Samani et al., 2016). Considering the importance of transactional and relational contracts to be very important. Ergonomics help employees to be productive and healthy. Similarly, Interactional contracts help an employee to actually perform what is being expected from him/her and how it has to be performed. However, workplace ergonomics and Interactional contract plays a critically important role in the fulfillment of psychological contracts. *Proposition:* The interactional contract, as a new dimension of psychological contract along with relational and transactional contract, is significant in the fulfillment of psychological contract such that the interactional contract helps employees and employers fulfill their psychological contract and less likely that they violate the contract

Concluding Remarks and Future Study

From the literature, it has been studied that the term Ergonomics is still is not studied from the organizational perspective. It needs more to be researched and made linked with other constructs i.e. Happiness at workplace, thriving etc. Interactional contract has been deduced with the help of literature review. The review paper has emphasized on the importance of newly developed concept of interactional contract that helps employees to fulfill their implicit and explicit contracts properly. It helps the practitioners and managers to identify how important the working context and proper resource availability is for an employee to be productive and fulfill their psychological contract organization. On the other hand, by proving a properly ergonomical place employers fulfil the employees’ expectations and they perform well in reciprocation. The term interactional contract can be studied in terms of proper construct and another dimension of psychological contract after the scale development and proper reliability and validity check. Scale development can be done through the focus group interviews and themes extractions. Similarly, workplace ergonomics can also be studied with many other behavioral and attitudinal based constructs i.e. job satisfaction, happiness at workplace, thriving, calling etc. there is a lot of room of research for the workplace ergonomics. The relationship between Interactional contract and its impact on reduction of psychological contract breach and violation can also be empirically studies in future.

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Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp. 369-374

INTERGENERATIONAL COMMUNICATIVE CREVICE: 'HOW ARE YOU HOPI IF YOU CAN'T SPEAK IT' BY SHEILAH E. NICHOLAS

Asad Ullah

Abstract

The present article is intended to present an inquest of 'How Are You Hopi if You Can't Speak It' by Sheilah E. Nicholas. Nicholas' essay is sub-titled as 'An Ethnographic Study of Language as Cultural Practice among Contemporary Hopi Youth'. As the title and sub-title suggest, it is an ethnographic study of Hopi community. Hopi are native North American people whose language is related to Uto-Aztecan language family. Their language loss is caused and accelerated by two factors. First of the contributory factors is the death of older generation who used Hopi language as a means of communication. The second factor is Language Shift that is gradually taking place in the community. There is also a point of difference between older generation and younger generation i.e. the former see a direct linkage between cultural identity and linguistic competence while the latter perceive cultural identity as inherent in the process of practicing culture. They view language as a cultural practice. Although they might have undergone some changes in their way of life due to external factors, yet they keep Hopi language as a cultural practice. There is a need for an effective language planning and policy.

Key Words: Ethnography, Hopi, Language Shift, Cultural Practice, Language Planning

INTRODUCTION

Hopi is a North American indigenous and tribal community. They are Native Americans of the Uto-Aztecan language family and of the Southwest culture area, who are classified with other Southwest peoples as Pueblo Indians. The word Hopi is derived from a Hopi word *'Hopituh'* which means *'peaceful people'*. They are also known as Moki or Moqui. Nowadays, there are a little more than ten thousand people who identify themselves as Hopi. They are increasingly being integrated into other cultural groups. This social integration is undermining their cultural identity. Sheilah E. Nicholas tells us that like other tribal communities in the world, the contemporary Hopi community is experiencing what is termed as heritage language loss. Two contributory factors have been identified by the researcher. They are:

i. Death of the older generation
ii. Language Shift

The researcher also asserts that there has been an increasingly prevalent trend towards English monolingualism, particularly found in younger generations. This trend is burgeoned and accelerated by an absence of Hopi language in educational and administrative and overall social structure in which Hopi people find themselves. They lack any incentive to use their language as their proficiency in their own language does not help them in their desire to ascend socially.

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Moreover, it is not the language in which knowledge is being produced. It is not being used as a medium of instructions in educational institutions, both at initial and higher levels. Hopi was essentially an oral culture so there is not much in written form about their cultural practices. All these factors make it vulnerable to language shift.

Through an ethnographic research methodology, the researcher intends to 'ascertain the impact of Hopi language shift as experienced and expressed across three generations of Hopi – youth, parent, and grandparent – and the role the Hopi language assumes in the identity formation process of contemporary Hopi youth.' The premise of the research venture is the titular question that if one is unable to speak Hopi language, one cannot call him/herself a Hopi. This is an actual question posed by a member of older generation to a young Hopi person and the response was 'I live Hopi. I just don't speak it.' The question and its answer are basically the representative of two mind-sets. One considers that one's cultural identity is largely defined by linguistic competence. The other views language as a cultural practice.

Ethnographic Exploration

Ethnography is defined as the systematic study of people and their cultures. It is aimed at exploration of cultural phenomena from an insider's perspective. Sheilah E. Nicholas is a member of Hopi community, so the researcher is best suited to undertake this ethnographic research involving a cultural phenomenon i.e. language. The researcher makes it evident that the interest in 'investigating Hopi language shift' started by a realization at personal level. The researcher herself experienced an identity crisis when it was realized that the researcher is not fully proficient in Hopi language. The remarks of researcher's mother about linguistic competence and cultural identity triggered a sense of 'growing insecurity in my personal identity as a Hopi'.

The research that began with a personal experience metamorphosed into a systematic research venture that endeavors to probe the following question: "what role does the Hopi language assume in how Hopi youth define and assert their personal and social identities as members of Hopi society and as Hopi citizens in the broader sense?"

Language is an integral part of any culture and any research that involves cultural phenomenon as it cannot be undertaken by being outside of that culture. So, an ethnographic approach is necessary to understand the complex interplay between language, cultural and social forces that cause language shift in a linguistic community. The researcher is a Hopi and she has 'used a multiple/intergenerational case study design to engage members of three households and across three generations – youth, parent, and grandparent." The inter-generational approach enhances the authenticity of the findings of the research.

Modern Hopi Social Order

The Hopi people are also known as '*Hopìit'*. They are a kinship-based and matrilineal society. At present, their population is just over ten thousand. The language they speak is called *Hopilavayi.* It has three dialects but they are mutually intelligible. In 1997, it was discovered that a considerable language shift has taken place. Even the daily and routine conversations between parents and children in Hopi language were becoming less and less frequent. There is a visible linguistic divide between older generation and the younger generation as far as their linguistic habit is concerned. This inter-generational linguistic gap has created many fissures between these two groups. The Hopi youth is increasingly being involved in the activities that are non-Hopi e.g. substance abuse, gang-membership, and domestic violence.

Epistemological Facets

Epistemology is the branch of philosophy that addresses the philosophical problems surrounding the theory of knowledge. Epistemology is concerned with the definition of knowledge and related concepts, the sources and criteria of knowledge, the kinds of knowledge possible and the degree to which each is certain, and the exact relation between the one who knows and the object known. Like any other cultural group, Hopi have their mythology in which they have an 'Emergence Story'. It answers their questions about their origin, way of life and their end.

Reciprocity and humility are two fundamental components of Hopi way of life. The incorporation of these two characteristics can best be seen in their corn-growing practices. They give a high regard to *tumala*, which is work done by hand. It is considered to be a part of their existence.

Social Practices

Hopi is a non-literal society for most part of its existence, so they have a rich oral tradition that is all-encompassing in nature. In this tradition, corn as a way of life is the most conspicuous concept. Then there is the presence of two characteristics of humility and reciprocity. The destiny of Hopi people also finds a place in this oral tradition.

Lingual Practices

Sheilah E. Nicholas selects three young members of Hopi for the purpose of investigating language shift. Dorian, Jared, and Justin are 19 years old from different Hopi villages. Because they are born Hopi, they "had acquired the 'cultural markers of identity' – maternal clan membership, maternal village affiliation, birth and ceremonial names – as well as ascribed roles within the social structure of Hopi, the clan kinship system". Because of their initiation into that specific cultural group, they are obliged to abide by the cultural norms of that culture. The whole society takes an active role in their socialization so that they could become full-fledged Hopi.

Social dances or ritualized public performances are cultural practices that teach Hopi children their kinship connections in a formally acknowledged way.

Language as a cultural practice means that words of any language are the product of a specific culture. It is the parent culture that gives meanings to sounds. As Nicholas asserts that "words have a home in the context of culture, in the course of daily activities, in social institutions ... they have meaning within these contexts". Language is intricately imbued in the culture in which it is spoken.

Conclusion

The conclusion at which the study arrives is that the young members of Hopi are fully aware that they have a "personal responsibility and obligation to maintain the substance of Hopi culture by adhering to the traditions in a personal way and from a personal sense of duty". Though they might lack linguistic competence, yet language as a cultural practice can be seen in their daily activities. The younger generation, due to its contact with outside world, might have undergone some transformation, but they are still Hopi as far as their worldview is concerned. They have been successful in maintaining Hopi culture in their lives through their sustained commitment to corn as a way of life; one that continues to give purpose to and guides the Hopi people toward their destiny as established at Emergence. This fact necessitates a systematic and effective language planning and language policy development in order to maximize the influence of language.

The research is an interesting one as it has a broader application as there are many cultural identities that are associated with linguistic competence. For instance, it can be asked 'How are you Punjabi if you can't speak it?'. Similarly to be an English, one has to be able to speak English language.

But the researcher presents another perspective about language, i.e. language as a cultural practice. It suggests that if you do not have excellent linguistic competence, it does not imply that you are not a member of that cultural group.

Through an ethnographic study of language as cultural practice among young members of Hopi community, the researcher establishes the fact that it is language as a cultural practice that defines the cultural identity of Hopi youth.

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Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp. 375-386

ADVERTISEMENT BASED FACTORS DETERMINING APPAREL BUYING BEHAVIOUR OF YOUNG VS. OLD PAKISTANI FEMALES

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Abstract

Market for fashion apparel has become diverse by great increase of designer brands, personalization, custom designers and advertisement in the today's global market place. A clear understanding of preferences of consumers will benefit the marketer to attract and maintain loyalty among their potential consumer group. Purpose of the study is to understand the underlying factors such as advertisements, motivation, cultural surveillance, values and believes, and thinking patterns that influences the buying decision of customers. This research was conducted to examine the key advertisement based factors influencing the apparel buying behavior of Pakistani females. A comparison was also made between the factors influencing buying behavior of young and old Pakistani females. For this purpose semi structured interviews were conducted of both young females 18-30 years and old females 35-50. Facebook, internet websites, fashion magazines and billboards were found to be effective advertisement methods.

Keywords: Pakistani Females, advertisement factors, apparel buying behavior

INTRODUCTION

Apparel buying is a global phenomenon. Every individual buy and wear clothes. While fashion apparel buying is an area of female interest all over the world. Pakistani women cherish a love for clothing, our local market places are a witness. Pakistani apparel industry has greatly evolved into a massive business because of the introduction of new brands, computerized production, marketing and particularly advertisement strategies. Today marketing mix have become a magical combination in promoting and motivating the consumers. In our local market people either buy lose fabric and get it stitched exclusively for themselves while ready to wear garment are also available. Although custom stitching is still more practiced, but ready to wear garments is a rapidly increasing trend. Consumers are more open-minded and experimental. Pakistan being a Muslim society, women usually wear Muslim attire. Although our dressing styles have been much adulterated by the western media. Islamic dress is the one which "modestly cover the nakedness of a woman" (Adua, 2013). The largest sale of apparel in local markets are of our traditional dresses i.e. Shalwar, Kameez and Dupatta (which is a shawl that is draped over the head and shoulders). Many factors contribute in apparel buying behavior of female's namely large retail stores and malls, rising young consumer base and multiple brands available in the market and largely the the brands. Consumer behavior influences the advertisement strategies employed by

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brand name, market size, and fashion etc. Clothes and mood have been found to be related elements, which impacts the personality of a person (Subhani et al, 2011). Marketing and consumer behavior are closely linked. Whereas Arndt (1976) elucidated consumer behavior as "the problems encountered by members of society in the acquisition and realization of their standard of living". Endorsing closely to the norms and culture of the society ensures the success of any business. Marketing strategies for each culture will be different to effectively target the population (Solberg, 1995). It is seen that five factors affect the buying behavior of individuals such as culture, country of origin, advertising, and age while fifth is price that influences the choice of a product among its competitors (Ali, Fengjie, & Qureshi, 2010). Market segmentation is of great importance as strategies are formulated relating to the division of the potential consumers into segments. Market segmentation can be conducted based on the features of the consumers group. Cholachatpinyo *et al*, (2002) has presented four levels of fashion change in his fashion transformation process model. The second level of his model is macro subjective realm involving the role of retailer, designer and supplier comes, here they play their part by providing a range of fashion commodities in the market. The main aim is to intelligently target different consumer groups by employing strategic promotion strategies.

T.V. advertisements are important for the publicity of different products improving public familiarity and also improving sales. T.V. Advertisements are among the most visible advertising medium. It has the tendency of influencing our feelings and lifestyles. Television advertising employs attention grabbing trick such as catchy and pleasing music, lyrics, Jingles, humor and repeated messages. The impact of the advertisements is more on television than the print media or radio." (Kotwal, Gupta, &Devi, 2008) Many scholars, have pointed that the increase in fashion awareness is due to the growth of media such as social media and television. Consumers are increasingly fashion conscious. Social media has also been playing a significant role in shaping buying behavior. Producers' retailers and designers are utilizing this platform mainly due to its easy availability. Social media refers to the source of communications among individuals in which they generate, share, and exchange information and ideas in computer-generated groups (Gula, Shahzada, & Khana, 2014).

Study Objective

This study was aimed at conducting a research to find out the advertisement based factors that influence the buying behavior of old and young women.

1. To identify the advertisement based factors that influence buying behavior of young versus old females in Pakistan
2. To study the general likeness for shopping among young and old females
3. To identify the popular types of advertisement among young and old females
4. To investigate the originality of the advertisement claims regarding the apparel quality in our local market
5. To identify the design based motivational factors in advertisements that influence buying behavior of young versus old females
6. To understand the role brand ambassador in motivating young and old female customers

Significance of the study

This study would highlight the motives that contribute in apparel buying behavior which could be used to improve the apparel industry advertisement. Popular types of advertisements are also pointed out in this paper therefore it will be beneficial for the improvement of apparel marketing industry. This paper will help the professional to understand the importance of advertising from the potential customers viewpoints. Due to being qualitative in nature this study employed in-depth interview. The detailed information gathered from in-depth interviews highlights the hidden facts regarding customer preferences which cannot be studied using other techniques.

Research Methodology

This research was qualitative phenomenology research in nature. According to Schutz's social phenomenology is a descriptive and interpretive theory of social action intended to determine subjective experience within the taken-for-granted, "common-sense" of everyday life (Schutz, 1967). Semi-Structured interviews were used as data collection tool. Interview are effective in unravelling the views, experiences, beliefs or motivations of individuals on specific matters (Gill, Stewart, Treasure, & Chadwick, 2008). Unstructured interviews are mostly organized around a set of pre-set open-ended questions (DiCicco-Bloom & Crabtree, 2006). Effective way of organizing questions in qualitative interview is that they should be open-ended. It is usually best to start with questions that participants can answer easily and then proceed to more difficult or sensitive topics (Gill et al, 2008). Forty interviews of young and old Pakistani females were conducted, with age groups 18-30 and 35-50. The target population was university students and their mothers. Convenience sampling technique was used to draw the sample from target population. Our goal was to find information for future projects concerning consumption, clothing preferences, and buying behavior. Interview protocol was developed to investigate the factors determining apparel buying behavior of young vs. old female.

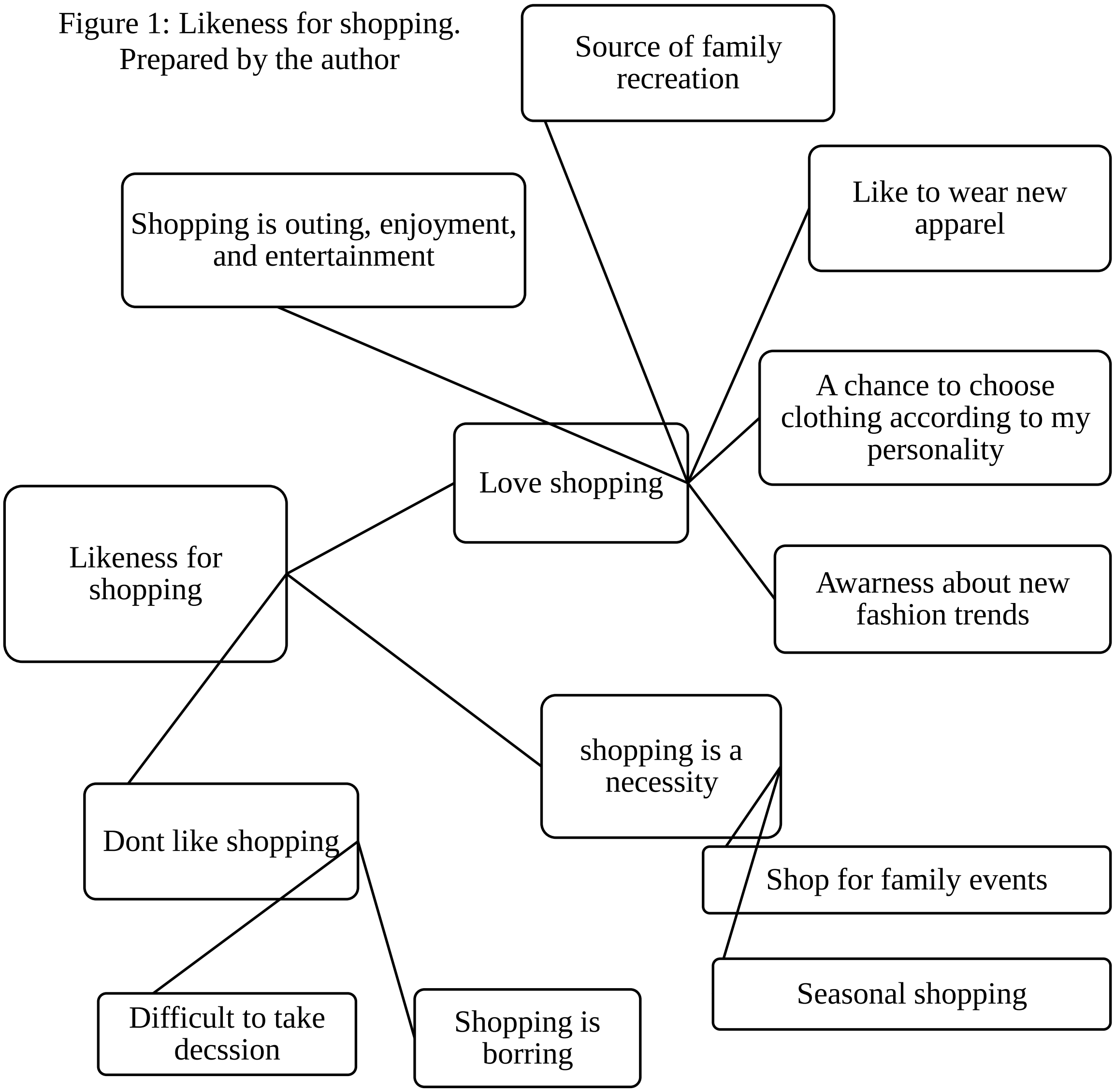
Data Analysis and Findings

The data was analyzed using thematic analysis. Thematic analysis is an exploration for themes that emerge as being important for understanding the phenomenon. It is a system of pattern recognition within the data, where emerging themes become the categories for analysis. The data analysis was conducted using model of coding stages reported by Fereday and Muir-Cochrane (2006). "Developing the code manual, testing the reliability of codes, summarizing data and identifying initial themes, applying tamp let of codes and additional coding, connecting the codes and identifying themes and corroborating and legitimating coded themes".

For testing the reliability of coding stage the fellow researcher participating in the study was asked to code the interview data separately, no differences were found between the two separate coding. After making the codes satisfactorily the data was screened to identify the emerging themes in the data. Table 2, 3, and 4 displays the coding and themes that emerged from the data. While figure 1, 2, and 3 display the relationship between codes, themes, and sub categories.

Table 1: Coding Manual		
Questions	**Category 1:** **Code 1**	**Likeness for Shopping**
Do you like shopping for apparel?	**Category 2**	**Apparel Advertisements**
Do you often look at apparel advertisements among following options: magazines, bill boards, internet websites and Facebook. From the above mentioned ways which way is best in your opinion?	Code 2	Popular types of advertisements
Do you think that you are getting same quality products, that you see in the advertisements or that the products that they display in advertisement are better than what they sell?	Code 3	Advertisement claims and apparel quality
Are you motivated to buy apparel u see in the advertisements? Identical or similar cloths. Whether colors and designs of dresses in the advertisements motivates you to buy the similar dresses?	Code 4	Dress Design and colour in Advertisements as a motivation
Beautiful models or brand ambassadors contributes to the product sale and why?	Code 5	Brand Ambassadors in advertisements as a motivation for apparel buying

Figure 1: Likeness for shopping.
Prepared by the author



Table# 2 Popular types of advertisements and apparel quality claims

#	Code	Theme	Old	%	Young	%
Code 2	Popular types of advertisements					
Theme 4		**Watch out for new brands and latest launches**	2	10	0	0
		Magazines	7	35	5	25
		Internet websites	4	20	9	45
		Facebook	5	25	14	70
		T.V. commercials	2	10	0	0
		T.V. drama serials	2	10	1	5
		Bill Board	3	15	6	30
		Just buy from shop whatever is available	4	20	1	5
Code 3	Advertisement claims and apparel quality					
Theme 5		**Same quality products**	8	40	10	50
		Replica items are of inferior quality	2	10	0	0
Theme 6		**Different brands are of varying quality**	0	0	1	5
Theme 7		**Display is better than what they sell**	10	50	10	50
		Color fading	2	10	0	0
		Fabric is light weight	4	20	0	0
		Embroideries of lesser quality	2	10	0	0

Popular types of advertisements and claims regarding apparel quality

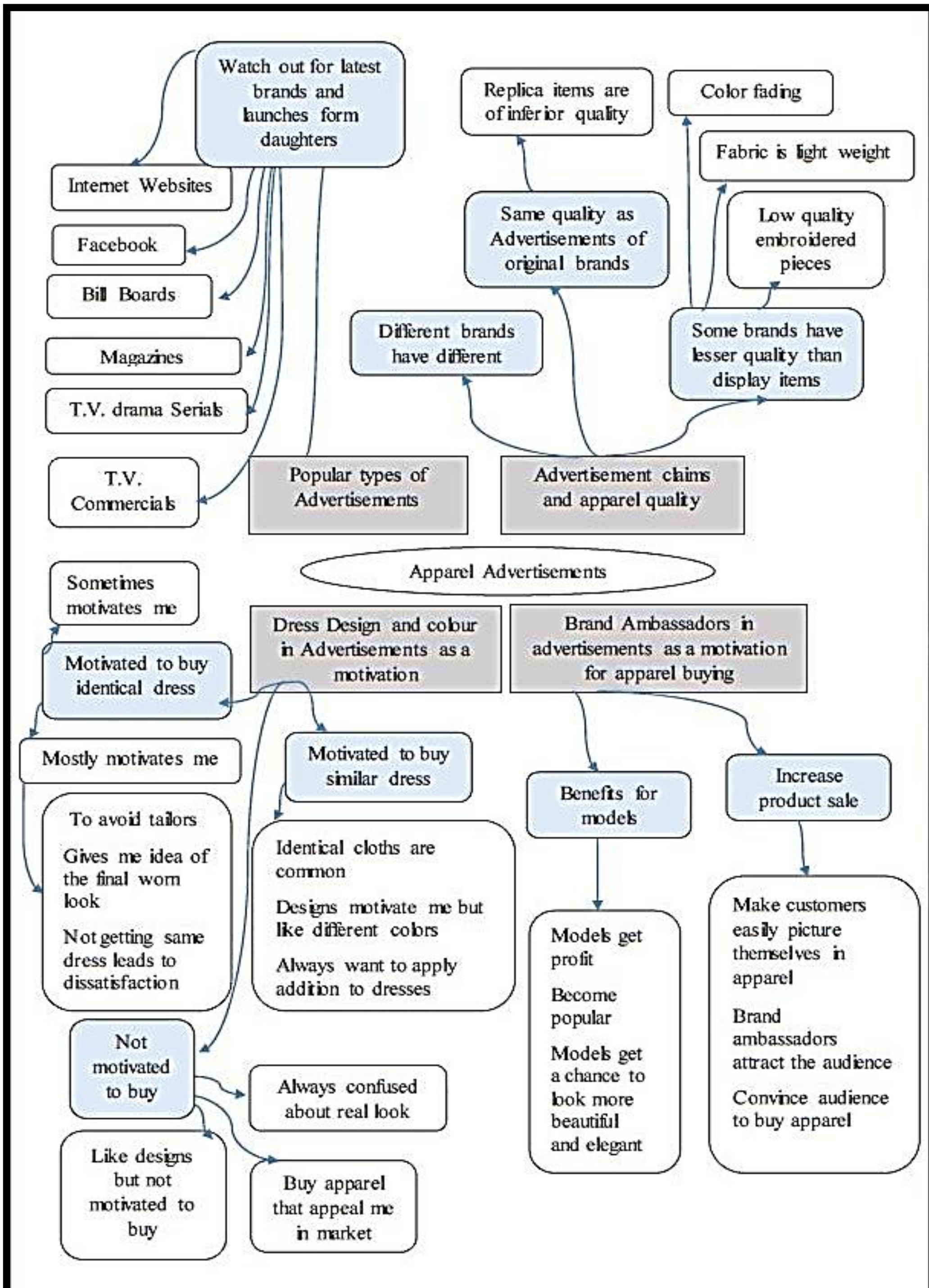
There are numerous popular types of advertisements because different apparel producers are employing various catchy strategies. The exploration of this phenomena reveals that the most popular type of advertisement ranked by young Pakistani females 70% was “Facebook” and secondly internet websites, than billboards and magazines. Whereas 45% old females ranked the fashion magazines highest in terms of effective advertisement strategy. Internet websites and Facebook are ranked second highest. Some of the old respondents said that their daughters show them latest trends from Facebook. Another difference of opinion is found on the subject of T.V. commercials and drama serials as a source of fashion advertisements, old females reported as an affective source. On the topic of advertisement claims and apparel quality 50% young and 40% old females reported that the brands offer same quality products as they display in the advertisements. It was also said that replica items are of inferior quality. Another view was that different brands have different qualities. Half of the total respondents in both categories i.e. young and old said that there is a difference between the items that are displayed in advertisements and the ones being sold. Some factors mentioned by the respondents was color fading, light weight fabric, and inferior quality embroidered pieces.

Motivational factors and Brand Ambassador

Advertisements play a role of motivating the customers in apparel buying behavior. The have a power of influencing the purchase intentions of buyers. 85% old and 60% young females responded that advertisements influence customers to the extent that they would buy similar dresses as shown in the advertisements. Because identical cloths are common, and in some cases wearer wants to add feature that they would like to have in the dress. Another theme emerged from was that 45% old and 50% young females are motivated to buy identical dresses some times. While rest of the 50% both old and young said that they buy identical dresses mostly from the same brands. Reported reasons were in this way they can avoid the tailors. Secondly, advertisements give them idea the real worn look of the dress, and as to how they would appear while wearing the dress. Therefore the advertisements helps the buyer in decision making process. This specific factor is great motivation. A small number of respondents also said that they are not motivated by advertisements because they are never sure as to how the dress displayed in the advertisement would look on them. 15% old and 5% of young females reported that they buy whatever appeals them in market place and advertisements do not sway them. Brand ambassadors is new and popular promotion strategy. Brand ambassadors are usually fashion models, T.V. or movies artists, sport celebrities or any famous personality. This fame and appreciation of masses is utilized by brands that employ them. 75% old while 95% young females reported that product sales increases due to the brand ambassadors that are hired by brands. Young females are more of the view that this is an affective promotion strategy. The rise in sales is owing to the reason that they attract the audience and convince them to buy their product. Individuals want to appear like their favorite celebrities so they buy those product. The phenomena of brand ambassadors is of mutual benefit for brand as well as celebrities. In return models get profit, become more popular, well-known by masses and make their impression of being more fashion aware, cool and elegant. Some respondents from both groups reported that brand ambassadors have no influence on the sales.

Table#3 motivational Factors for apparel buying and Brand Ambassador						
#	**Code**	**Theme**	**Old**	**%**	**Young**	**%**
Code 4	**Motivation for apparel buying**					
Theme 8		**Motivated to buy similar dresses**	17	85	12	60
		Identical cloths are common	1	5	1	5
		Always want to apply addition	1	5	1	5
Theme 9		**Dress, Color and design motivates me to buy identical dress,** mostly	8	40	8	40
		Dress, colour and design motivates me , some times	9	45	10	50
		To avoid tailors	0	0	1	5
		Gives idea of final worn look	0	0	1	5
		Wants to get the dress immediately	1	5	0	0
Theme 10		**Advertisements don't motivate me to buy apparel**	1	1	1	5
		Always confused about real look	1	1	1	5
		Like designs but not motivated to buy	0	0	2	10
		Buy apparel the appeal me in the market	3	15	1	5
Code 5	**Brand Ambassadors in as a motivation for apparel buying**					
Theme 11		**Increased product sale**	15	75	19	95
		Attract audience	7	35	3	15
		Convince audience to buy	2	10	7	35
		Make customers easily picture themselves in apparel	1	5	0	0
Theme 12		**Benefits for models**				
		Models get profit out of sales	3	15	0	0
		Models Become popular	3	15	3	15
		Models get a chance to look beautiful and elegant	1	5	0	0
		Have no influence on product sale	4	20	4	20

Figure 2: Apparel Advertisement determining the buying behaviour.
Prepared by the author



Discussion

The study examined advertisement based factors that influence buying behavior of young versus old females in Pakistan. The objective of this research was to understand the general likeness for shopping among people. We strived to identify the popular types of advertisement and claims regarding the quality of apparel in our local market. Motivational factors in advertisement such as design and color of the dresses were also examined. A universally adapted phenomenon of brand ambassador for advertising apparel products was also inquired as a motivational factor for the customers.

Likeness for Shopping

The results pointed out that majority of the respondents expressed shopping as enjoyable that serves as source of entertainment and hedonic derive. Both young and old females expressed shopping being a cause of pleasure and satisfaction. Shopping holds different meanings for different people. It provides a chance for family recreation and outing and assist each other in selecting their wardrobe. People not only go out for shopping with their family but also with friends. This study also sheds light on the fact that choosing apparel according to one’s own choices imparts a sense of confidence and freedom. Young girls expressed shopping as a source of freedom for exercising their power more than the old female ladies. Shopping is also a chance to be aware about the new trends in fashion. Few respondents suggested shopping as an explicitly a necessity based activity. While a small proportion of young girls considered shopping as a boring activity because it involves decision making process which is difficult for them.

Popular types of advertisements

Advertisements serve as an important purpose in acting as a motivational factor for the potential customers. New ways of brand promotion including social media are now effectively assisting the traditional ways. In addition to TV commercials and magazines fashion brands are putting up their advertisements on billboards, internet websites and Facebook utilizing new ways as well. According to our interviews Facebook was regarded as the most popular and effective way of advertisement for apparel brands specially by young girls. While they rated internet websites, billboards and magazines for their effectiveness. Whereas old females rated magazines as a most effective way of advertising apparel brands. Very few old females expressed that they buy they apparel from the collections that are available on the spot and don’t check advertisement before shopping.

Advertisement claims and apparel quality

Almost fifty percent of the young and old females agreed that brand offers product of same quality that are displayed in their advertisements. While few were of the view that the quality of the fabric displayed in the advertisement is better than the original product. Difference in fabric weight color fading and low quality embroidery are defects that were found. Replica apparel items are available in the market, while replicating the branded design quality of the product is compromised and in some cases color schemes and design patterns are also not becoming. Due to these reasons replica items are considered inferior in quality in comparison with the original branded products.

Motivational factors

Advertisement for promoting sale of apparel includes utilizing key motivational factors to effectively involve customers. Most of the respondents acknowledge advertisement as a motivational factor that encourage customers to buy similar dresses as shown in the advertisements. Some respondent reported that they prefer buying similar to branded dressed owing to the reason that find branded dresses to be very common while others are interested in adapting the designer dresses according to their personal needs and taste. Approximately half of the respondents belonging to both young and old age group considered advertisement so much motivational that they buy identical branded dresses. Color and design of the dresses is one of the key motivational factor for customers. While others buy such dresses to avoid dealing with tailoring services. For some, motivation lies in the fact that advertisements helps them to visualize as to how the customer would look while wearing those apparel. Advertisement in this way assists in the decision making process. Few people want to purchase identical branded dresses because they want to immediately get the dresses and utilize it. Whereas very small proportion of people think that advertisement are not a source of motivation for them because they are always confused about the final look and they consider buying dresses which are available in the market.

Brand ambassador

Brand ambassador is relatively a new promotional strategy that is very commonly employed for promoting fashion brands. Brand ambassadors are usually popular fashion designers, positions, television and movie artists, sports celebrities, prized writers or any other famous personalities. Many people believe that brand ambassadors highly contribute in increasing sales by attracting audience and convincing people to buy whatever they are promoting. People impressed with the brand ambassador personality associate the products with them. This phenomena also contributes in enhancing product sales. The person working as a brand ambassador gat as opportunity to be more popular and well known. Such campaigns also work on the enhancing the personality of the celebrity, therefore this strategy of advertisement serves to be of mutual benefit both parties.

Conclusion

This paper examined ‘The advertisement based factors shaping apparel buying behavior of young verses old Pakistani female. Following conclusion were deduced from our study. In general both young and old Pakistani females like shopping due to numerous reasons such as shopping being a chance for recreation, entertainment, family activities, friends union, and a way of exercising their choices. Young females more highly rated Facebook as one of the most effective and efficient way advertising apparels as compared to old females. Although many traditional ways of advertising are still effective such as magazine, TV commercials and billboards. Magazines was highly rated, being effective type of advertisement by old females. Most of the female customers belonging to both age groups trusted fashion brands to offers the same high quality products to their customers as they claim in advertisements. While replica apparel items available in the local market are considered compromised in quality. According to our findings advertisement do motivate and convince the customers to buy apparel. Most of the old and some young females were of the view that they buy identical dresses that are displayed in the advisements. While most of the young girls buy branded stitched dresses in order to avoid tailor services and it also helps them to be sure of the final worn look. The strategy of employing brand ambassador is now consider popular and effective. Brand ambassador and celebrities play an important role in persuading the buyers, especially young females. Advertisements have a vital role in the purchase and selection of branded dress by young and old Pakistani females.

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Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp.387-388

THE CHINA - PAKISTAN AXIS ASIA'S NEW GEO-POLITICS NY ANDREW SMALL

Reviewed by
Mahmud Bashir Bajwa

Abstract

Andrew Small's The China – Pakistan Axis' published on Jan 15, 2015 is extremely well researched and highly authentic work on South Asia's geo-political environment today. Small studied and closely watched developments in South Asia ranging from peace to unrest, from economy to foreign relations and from regional to global interests. Building of China – Pakistan axis has been a devel9opment of gigantic proportions but strangely it went unnoticed internationally. The story of China Pakistan relations is wrought with paradoxes and ironies but it has never sagged in sincerity and friendship. The book comprised seven exclusive Chapters, a gripping prologue and a revealing epilogue. Its study points out that developments in South Asia in recent times are bound to have telling effect on the course of history in coming times. Asia's political strife, India's monumental rise and progress, regional nuclear equation, mapping of mineral resources, ports and pipelines, prospective energy corridor newer formation of alliances and power blocs elude to South Asia becoming a global hub with regard to convergence of political interests and economic and strategic stakes. Amazingly China – Pakistan relations despite being intriguing marked by spurts of tensions and misgivings have never declined in mutual trust, goodwill and strength. Small rightly points out that recently China – Pakistan nexus has moved forward in historical strides while this strategic development has been overlooked by World Powers for long time.

China sees its chances of becoming global naval power by reaching the warm waters of Indian Ocean and by reviving the old silk route to Middle East and Europe. In the shadow of the Red Mosque sets the stage for encompassing major geo-strategic developments to follow. Friendship forged by war is an interesting account of Pakistan – China friendship necessitated led by belligerency and military in the region. Re-hyphenating India highlights India's dream of emerging as unquestioned regional Super Power by new shifts and alignments. China too jumps in to resolve the conundrum of terror. Trade across the roof of the world highlights the growth and scope of CPEC as a game changer. Tea with the Taliban is an interesting chapter about how China moves in to address terror issues in the region. Lord make them leave but not yet covers blows to Al- Qaida by American troops, likely American withdrawal and its lingering presence amid China's conciliatory overtures. The epilogue titled the Dragon meets the Lion covers growing closeness between China and Pakistan on one hand and that of US and India on the other. The visits of high level dignitaries to India and Pakistan provide a dig at the future developments to follow.The book extracts its content from small's extensive interviews, his close study of events and in depth analyses of the writer.

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The writer covers the prospects of China presence in the Asia Pacific, but rightly points out that it will be China's test as a Super Power. Pakistan continues to be a center piece and a crucial link in the ambitious plans of China. Pak – China nearness has been a resilient alliance for decades since its beginning in early sixties. For China, Pakistan is an asset too dear to lose. Pakistan is perceived to be China's Israel. Hence China's support to Pakistan at crucial diplomatic times has been unfailing and forthcoming. The book is full of interesting tales of Chinese covert cooperation with Pakistan i.e., making of the bomb, action against terrorists, financial assistance with hiccups though. This book is an essential read for geo-strategists, economists, diplomats and intelligence workers. 288 pages book and intelligence workers. 288 pages book covers all aspects of a wholesome analysis of present China – Pakistan affairs which are likely to affect international balance globally in general and in south Asia in particular.

Academic Journal of Social Sciences
Vol. 1 Issue 4 (Oct. – Dec. 2017) pp. 389-390

WORLD ON THE EDGE: HOW TO PREVENT ENVIRONMENTAL AND ECONOMIC COLLAPSE BY LESTER R. BROWN 2011. EARTHSCAN. 256 PP. ISBN-10: 0393339491 (PAPERBACK)

Reviewed by
Mazhar Farid Chishti

Abstract
The title of the book is very scary but brilliantly explains the connections between food and energy. War for fresh water, devastating weather moves, mud sliding, and insecurity of food are the topics and detail shows the grip of the writer. The first half of the book explains glitches of the world but the second presents an improbable picture.

Ehrlich, P. R. (1971) explored the fact that the food, energy and water catastrophes will be among some important problem of future and today we are witnessing. He wrote in a brilliant way which made a significant amount of impact that time and drew attention of the renders. Pimentel, D. et al. (2007) pointed out the increasing population and its impact of energy and food and summed up that world must look for alternative energy sources

In this book the author exemplify the low-spirited picture of lessening natural resources. Food shortages are the most vital challenges to global economy and emerge as a new precedence for nations rather than depleting fossil fuel. Unrest in Middle East and further hike will deteriorate the situation. Certainly, hike in fuel prices will shift the burden on future generations. Food supply will never be able to meet the growing population. In developing and under developed countries where already situation is alarming cannot meet the desired growth rate.

As global trends changes, government policy will change which will defiantly create winners and losers, and for those who are aligned with changes will welcome these changes. Investment in Sectors like food and energy are very much interested in policy change because of their huge profits. And other enormous profit taking sectors are like architecture, agriculture transportation. Brown, the writer is very much clear about the approaching changes in policy but it's a matter of when not why.

A very interesting and informative part of the book is 12 Investment Mega-Trends, which are going to shape our world in 21st century. The first Mega-Trend is an apparent shift in energy and power sectors. Countries like Saudi Arabia having biggest oil reserves in the world is investing in solar energy so that can secure themselves is future as the oil reserves are depleting. The word top energy consumer is china, now having huge investment in commodities. Japan and Germany both have innovation based economy are now investing in green technology which is future's source of energy. How to hedge against in inflation which is big question of this century and a possible answer of this question to the writer is investment in

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real estate and this is second Mega-Trend. Huge investment in farmland from countries like South Korea Saudi Arabia, China, United Arab Emirates lease or purchase land in Sudan, Pakistan and Ethiopia. And in Brown's view this the other way of water acquisitions.

In near future, Wars on water are not out of question but at present there is strong competition on water among nations. In the last 50 years with an immense increase in urban communities' water usages has almost tripped. Three nations that produce a major portion of world's grain are facing threat as their water level falls. Brown agrees the term "virtual water" introduced by John Allan of King's College London which describes the critical role of water in agriculture.

Subsidy on food items is a major hinder when we calculate the actual cost. In writer's point of view governments spend heavily to subsidized food products and annually $ 500 billion are evaporated with fossil fuels rather only $ 46 billion are spared for alternative fuels.

As the energy prices rises world turns to wind and solar energy this century will witness localization instead of globalization. Future technologies are going to change the whole business; clean energy is not in demand only due to cheap source of energy but due to environmental issues. In near future a clean shift from fossil fuel to clean fuel will reduce carbon emissions by 80 percent. Brown proposes that governments must impose heavy taxes on fossil fuel to reduce carbon emissions and to promote energy economy. And this is the only way to safe our environment otherwise there would be devastating effects as governments and their policies are moving in the direction, but the whole process is very slow.

Nuclear energy has become again a big question mark in the wake of partial radiations in recent earthquake and tsunami in Japan. On the other way some nations like Germany is in a review process and this could be rebirth of a question nuclear why nations go nuclear this time not due to prestige of any nation but energy needs of a nation.

Further emphasis is added by Brown, huge demand of food items, high speed increase in world population, shortage of water, all will push this world towards low-cost and clean source of energy. And in this battle some will make big profits and some will loose. But this transition should be made for clean environment for future generations.

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