

ORGANIZATIONAL EFFECTIVENESS: A STRUCTURAL AND OPERATIONAL ANALYSIS OF PWD, KOTLI AZAD KASHMIR

IMRAB SHAHEEN¹, IFTIKHAR A.BUTT², SABAHA AKRAM³ & SHAHID HUSSAIN⁴

¹Lecturer, Research Scholar, University of Management Sciences & Information Technology Kotli, AJ&K

²Dean Faculty of Social Sciences, University of Management Sciences & Information Technology Kotli, AJ&K

³Director Planning & Development, Chairperson Department of Economics, University of Management
Sciences & Information Technology Kotli, AJ&K

⁴Assistant professor & Director Finance, University of Management Sciences & Information Technology Kotli, AJ&K

ABSTRACT

Effectiveness of an organization greatly depends on its type of structure and management of operations. This study was aimed to assess the impact of organizational structure and operations on its effectiveness. Public works department Kotli branch was taken as case study. The predictor variables were structure and operations while criterion was organizational effectiveness. Simple random and purposive sampling techniques were used and sample was comprised of 100 employees from Public works department. This study is based on quantitative approaches as data were gathered through questionnaire and analyzed through regression on SPSS. The findings of this study revealed that operations management structure has a greater impact while organizational structure has lesser impact on effectiveness. PWD needs to improve working relationship among the employees; communication system and it also need to pay attention on quality management, management information system and performance management to ensure effectiveness.

KEYWORDS: Effectiveness, Structure, Operations, Working Relationship, PWD, Quality Management, Management Information System

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