IMPACT OF DEMOGRAPHIC VARIABLES ON QUALITY OF WORK LIFE- A STUDY OF PRIVATE UNIVERSITIES IN PUNJAB

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ABSTRACT

In order to survive in the competitive market where number of private universities is increasing day by day. The present study aims to verify the quality of work life and motivation of employees and its impact on performance of faculty members. To reach quality of work life the universities have to create more opportunities to retain efficient employees. Good quality of work life is necessary for an organization to attract and to retain skilled and talented employees. Suitable techniques are applied to study the impact of demographic variables & Psychographic on quality of work life.

KEYWORDS: Motivation, Job Satisfaction, Job Environment, Performance.

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