

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.
as well as in Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)]

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

www.ijrcm.org.in

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN INNOVATIVE MODEL FOR DEVELOPMENTAL ENTREPRENEURSHIP <i>DR. RAM KESAVAN, DR. OSWALD A. J. MASCARENHAS & DR. MICHAEL D. BERNACCHI</i>	1
2.	THE IMPACT OF SERVICE QUALITY AND MARKETING ON CUSTOMER LOYALTY IN BANKING SECTOR, ACEH-INDONESIA <i>FIFI YUSMITA & DR. VIMALASANJEEVKUMAR</i>	8
3.	THE EFFECT OF INFORMATION ALLOTMENT ON THE COMPETITIVE ADVANTAGES OF THE SUPPLY CHAIN (THE CASE OF IRANIAN RAILWAY) <i>DR. YOUNOS VAKIL ALROAIA & MOHAMMED KHAJEH</i>	19
4.	IMPORTANCE OF BEHAVIOR BASED SAFETY: A STUDY ON CHILD LABOR WORKING IN AUTO MOBILE SECTOR <i>MOZUMDAR ARIFA AHMED</i>	24
5.	CULTURE, EMPLOYEE WORK RESULT AND PERFORMANCE: ANALYSIS OF IRANIAN SOFTWARE FIRMS <i>FAKHRADDINMAROOFI, JAMAL MOHAMADI & SAYED MOHAMMAD MOOSAVIJAD</i>	30
6.	IMPACT OF ISLAMIC WORK ETHICS ON JOB SATISFACTION IN THE PRESENCE OF JOB AUTONOMY AS MODERATING <i>KHURRAM ZAFAR AWAN, MUSSAWAR ABBAS & IBN-E-WALEED QURESHI</i>	37
7.	ELECTRONIC AUCTION: A TURN-KEY FACTOR TO RENJUVINATE THE COAL INDUSTRY - A CASE STUDY OF BHARAT COKING COAL LIMITED, DHANBAD <i>ABHINAV KUMAR SHRIVASTAVA & DR. N. C. PAHARIYA</i>	42
8.	A CONCEPT BASED APPROACH OF RARE ASSOCIATION RULE MINING FROM EDUCATION DATA <i>ASTHA PAREEK & DR. MANISH GUPTA</i>	46
9.	LIFE SAVING FROM FIRE USING RFID TECHNOLOGY <i>ARITRA DE & DR. TIRTHANKAR DATTA</i>	48
10.	DIMENSIONS OF HEALTH CARE SERVICES AND THE USERS PERCEPTION ON SERVICE QUALITY IN TAMILNADU <i>DR. G. PAULRAJ, DR. S. RAMESHKUMA, V.SANGEETHA & L. DINESH</i>	51
11.	STRATEGIES FOR SUSTAINABILITY AND QUALITY DEVELOPMENT OF MANAGEMENT INSTITUTES <i>DR. MAHESH U. MANGAONKAR</i>	56
12.	EMPIRICAL ASSESSMENT OF CAUSE RELATED MARKETING AND CONSUMERS PERSPECTIVE: A CASE OF IDEA CELLULAR'S '3 G PE BUSY' CAMPAIGN <i>DR. ALKA SHARMA & SHELEKA GUPTA</i>	60
13.	ROLE OF MOBILE PHONE IN INDIA'S TRANSFORMATION <i>KULWANT SINGH RANA & DR. ASHWANI RANA</i>	66
14.	CONSUMER PERCEPTION TOWARDS TELEVISION ADVERTISEMENTS <i>DR. P. SATHYAPRIYA & DR. S. SAIGANESH</i>	76
15.	BUSINESS BEYOND BOUNDARIES (B3B): E-COMMERCE AND E-BUSINESS CHALLENGES <i>MOHAMMED GHOUSE MOHIUDDIN</i>	80
16.	ANALYTICAL STUDY ON BIOMETRIC SECURITY APPLICATION IN INDUSTRIAL AND MOBILE BANKING SECTOR <i>DR. U. S. PANDEY & GEETANJALI GUPTA</i>	89
17.	IMPACT OF TRAINING ACTIVITIES & LABOUR WELFARE PROVISIONS ON ORGANIZATIONAL PRODUCTIVITY (WITH SPECIAL REFERENCE TO DABUR INDIA LIMITED) <i>SWATI AGARWAL & SHILPI SARNA</i>	97
18.	COMPARATIVE STUDY ON THE FEATURES OF DIFFERENT WEB SERVICES PROTOCOLS <i>DHARA N. DARJI & NITA B. THAKKAR</i>	102
19.	HUMAN CAPITAL – THE MOST IMPORTANT RESOURCE OF MANAGEMENT (WITH SPECIAL REFERENCE TO INDIA IN AN ERA OF GLOBAL UNCERTAINTIES) <i>SUNANDA SHARMA</i>	107
20.	A STUDY ON CUSTOMERS AWARENESS AND PERCEPTIONS TOWARDS GREEN PACKAGING <i>J.JAYA PRADHA</i>	110
21.	A STUDY ON HUMAN RESOURCE DEVELOPMENT CLIMATE WITH SPECIAL REFERENCE TO NATIONAL GEOGRAPHIC RESEARCH CENTRE (NGRI) <i>RAKHEE MAIRAL RENAPURKAR</i>	116
22.	A STUDY ON CUSTOMER PERCEPTION ON MOBILE BANKING <i>H. RADHIKA</i>	122
23.	COMPUTER WORLD: WITHOUT VIRUS <i>GAURAV JINDAL & POONAM JINDAL</i>	131
24.	ASSIMILATION OF FUZZY LOGIC AND REPLACEMENT ALGORITHMS TO BROWSER WEB CACHING <i>K MURALIDHAR & DR. N GEETHANJALI</i>	133
25.	AN APPROACH ON PREPROCESSING OF DATA STREAMS <i>AVINASH L. GOLANDE, RAJESH D. BHARATI, PRASHANT G AHIRE & RAHUL A. PATIL</i>	140
26.	M-MRCA FIGHTER COMPETITION: INDIA'S ROAD IN SELECTING THE BEST IN ITS DEFENCE BUSINESS <i>NISCHITH.S</i>	144
27.	CONSUMER BUYING BEHAVIOR & CUSTOMER SATISFACTION LEVEL TOWARDS HERO MOTOCORP MOTORCYCLE: A CASE STUDY <i>HARISH NAIK & DR. RAMESH.O.OLEKAR</i>	149
28.	ENERGY CONSERVATION IN MANETS USING SCALABLE PROTOCOL <i>SHUBHRATA JAISWAL, VAAMICA MAHAJAN & VIKRANT AGARWAL</i>	154
29.	THE CONCEPT OF EQUALITY: A BRIEF STUDY <i>NAZIM AKBAR, RAIS AHMAD QAZI & MOHD YASIN WANI</i>	158
30.	A REVIEW OF EMPLOYEE TURNOVER OF TELECOM ENGINEERS DEPLOYED IN THE NETWORK OPERATING CENTRE <i>L. R. K. KRISHNAN & SUDHIR WARIER</i>	163
	REQUEST FOR FEEDBACK	174

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadhola, P. O. Gadhola, Yamunanagar

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadhola, P. O. Gadhola, Yamunanagar

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N. Government College, Faridabad

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

TECHNICAL ADVISORS

AMITA

Faculty, Government M. S., Mohali

MOHITA

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

IMPACT OF ISLAMIC WORK ETHICS ON JOB SATISFACTION IN THE PRESENCE OF JOB AUTONOMY AS MODERATING

KHURRAM ZAFAR AWAN
STUDENT
AIR UNIVERSITY ISLAMABAD
DEPARTMENT OF BUSINESS ADMINISTRATION
ISLAMABAD

MUSSAWAR ABBAS
STUDENT
AIR UNIVERSITY ISLAMABAD
DEPARTMENT OF BUSINESS ADMINISTRATION
ISLAMABAD

IBN-E-WALEED QURESHI
STUDENT
AIR UNIVERSITY ISLAMABAD
DEPARTMENT OF BUSINESS ADMINISTRATION
ISLAMABAD

ABSTRACT

Satisfaction is one of the most important desires in human life. The main purpose of this paper is to examine the relationship between Islamic work ethic and job satisfaction in the presence of job autonomy as moderator. This is quantitative study and conducted in natural settings of Pakistani Public Sector Organizations. Questionnaire based survey was formulated to test the hypothesis. Data analysis is based on the responses collected from employees of public sector Organizations. The results are significantly in favor of all hypotheses which were developed after comprehensive study of literature review related to this topic. All hypotheses are proven to be positive. It is found that IWE as independent variable and Job autonomy as moderating variable between IWE and Job satisfaction effects Job satisfaction. This paper would help to increase Job satisfaction of employees as well as this paper would help employers to eliminate ethical dilemmas from organization.

KEYWORDS

Islamic Work Ethics, Job satisfaction, Job Autonomy.

1. INTRODUCTION

In this study, Islamic Work Ethics, Job Satisfaction, and Job Autonomy are main variables. Islamic Work Ethics is treated as Independent Variable, Job Satisfaction as Dependent Variable and Job Autonomy as Moderating Variable.

It is Obligatory for Muslims to seek knowledge." This knowledge has 2 main branches, "Religious knowledge" and "Scientific knowledge." The scientific knowledge is called "Wisdom". Our Prophet (Peace be upon him) said, "Wisdom is the lost property of a Muslim. He should pick it up wherever he may find it." So above great hadith of Prophet Muhammad (Peace be upon him) commands Muslims to learn scientific education and knowledge. "Islamic knowledge" has twenty sub-branches, eight branches of Islamic Knowledge consist of a higher level of teaching and other 12 contain subsidiary nature of teaching. And Ethics deals with higher level of Islamic teaching (Emrullah & Hadimi, 2001). Civil or Progressive Muslim has two main qualities has Scientific knowledge and Good moral character. Alternately, a Muslim who has Scientific Knowledge but has poor moral character is called abandit, tyrant or dictator (Emrullah & Hadimi, 2001). Ethics got fundamental place in Islam. Islamic work Ethics are directly derived from sacred books of Islam ie: Quran and Hadith books, Quran is book of Allah and Hadiths are sayings of Holy Prophet Muhammad (Peace be Upon Him). Beekun (1997) defined "ethics can be a set of moral principles that distinguish what is right from what is wrong". (Beekun, 1997). In Allah's book Quran *Khuluq* is the most relevant term used for ethics (Fakhry, 1991). Once a Person asked the *Rasoolallah* (PBUH) when would the Day of Requital take place? *Rasoolallah* (PBUH) replied, "When honesty is lost" (Beekun, 1997). Islamic Work Ethics has vast scope, it has several dimensions; Sincerity, Proficiency, Truthfulness, Justice, Patience, Promise keeping, continuous self evaluation, Moderation, Courteousness etc.

Levels of Business Ethics

1. International Level
2. National Level
3. Societal Level
4. Association Level
5. Organizational Level
6. Individual Level

(Weiss, 2003)

Five Myths of Ethics

1. Ethics is personal
2. Business and Ethics don't mix
3. Business Ethics is relative
4. Good business means good ethics
5. Information is neutral and amoral

(Weiss, 2003)

Weiss (2003) Justifies ethics in business, because many times laws are not sufficient and cannot cover all aspects of a problem. Ethical dilemmas are very common all over the world. Bribery, corruption, harassment, Fraud, injustice, unfairness, inequality, dishonesty and illegal acts etc. are one of the most common problems in public as well as in private sector organizations. Prophet of Allah (PBUH) Said, "Truthful, Honest Business man will be with Prophets of Allah, Allah's Beloved Persons and Martyrs." This study aims to explore the impact of Islamic Work Ethics on Job satisfaction in presence of Job Autonomy as Moderating

Variable. In this study we try to exploring the relationship between Islamic work ethic and job autonomy and we hope this study would help HR managers and practitioners to increase job satisfaction of employees.

2. REVIEW OF LITERATURE

Only few researches have been done regarding Islamic Work Ethics (Rokhman, 2010; Abbasi, 2008; Al-Kazmi and Ali, 2007; Rahman, 2006; Yousaf, 2001; Yousaf, 2000; Ali, 1992 and Ali, 1988). Yusef (2001) investigated the moderating effect of IWE between job satisfaction and organizational commitment. Rokhman (2010) investigated outcomes of Islamic work ethics. Abbasi (2008) wrote PHD thesis about impact of Islamic ethical values on Managerial performance. All studies shows positive impact on employees, leaders and organization etc.

Islam is a complete code of life and it provides guidance about all aspects of life. Islam is most practicing religion in the world. Islam has three main parts.

- Beliefs
- Devotions/ Worship (Ibadat)
- Dealings.

Only Prophet Muhammad (Peace be upon him) is a business man among founder of religions. And Non-Muslims also said that He is a Great man. Lamertine (1854) stated that, "who could dare to compare any great man in modern history with Muhammd?" Masserman (1974) stated that, "Perhaps the Greatest Leader of All Times Was Mohammed".

The Beloved Prophet of Allah Muhammad e Mustafa (Peace be upon him) says: "I have been sent for the purpose of perfecting good morals" (Ibn Hanbal, No. 8595). and "Indeed, the most perfect believer in faith is one who has the best manners" (Tirmazi, No. 2612).

"A Mumin by his good conduct acquires the rank of one who fasts and stands in Prayer during Night" (Abdu Dawud, No. 4798) and "Allah is kind and loves kindness, whatever He confers for kindness is neither conferred upon being harsh nor through any other means except it" (Muslim, No. 6601).

Job satisfaction can be defined as "a positive feeling about one's job resulting from an evaluation of its characteristics" (Rauf, 2010; Robbins et al, 2008, p.89). Job satisfaction means "the extent to which people like their jobs" (Spector, 1996, p.214). Every human being wants satisfaction and Job satisfaction is very important for job commitment, performance, motivation and positive morale of employee.

"Job Autonomy means, degree to which a job provides an employee with the discretion and independence to schedule their work and determine how it is to be done" (Cengage, 2006). Islamic values have two important outcomes that are human's prosperity and happiness in all functions of human life. Islamic Ethics, values and norms have their great history. These norms and values are not for specific time but these are universal. Islamic values help and guide human beings in every field of life. Greed, Injustice, Arrogance, dishonesty has no place in Islam (Alhabshi & Ghazali, 1994).

There are various components of Islamic Work Ethics for example, Sincerity, Proficiency, Truthfulness, Justice, Patience, Promise keeping, continuous self evaluation, Moderation, Courteousness etc. These dimensions are directly derived from Allah's book Quran, which is proved by following references.

Sincerity

"Say you, 'I worship Allah only being purely His devotee" (Quran 39:14)

Proficiency

"And Do Good As Allah Has Done Good to You and Seek Not Mischief In The Land" (Quran 28:77)

Truthfulness

"That Allah may recompense the truthful ones for their truth and torment the hypocrites, if He will or He may turn towards them. Undoubtedly, Allah is Forgiving, Merciful" (Quran33:24)

Justice

"Undoubtedly, Allah bids justice and good doing and giving to kindred and forbids indecency and wicked things and rebellion" (Quran 16:90)

Patience

"But those who believed and did good deeds and stressed one another to accept truth and counselled one another to be steadfast" (Quran 103:3)

Promise-Keeping

"And fulfil the promise, undoubtedly the promise is to be questioned of" (Quran 17:34)

Continuous self-evaluation

"And whatever one earns it is on his own account. And no bearer of burden will bear the burden of another" (Quran 6:164)

Moderation

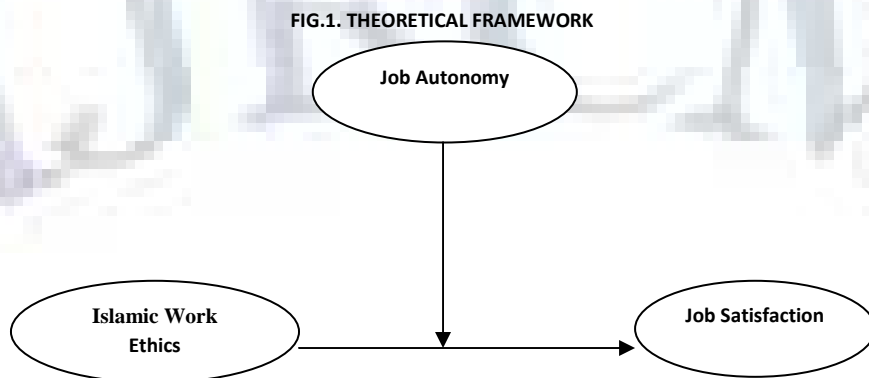
"And walk moderately and lower your voice to some extent" (Quran 31:19).

So all dimensions or components of Islamic work ethics are directly derived from Quran and Sunnah. Muslims have both type of guidance in theoretical form as well as in Practical form, Quran is guidance for whole humanity in theoretical form and Prophet Muhammad (Peace Be Upon Him) is a guidance for whole humanity in Practical form. Both Quran and Life of Prophet Muhammad Peace be upon him provides complete guidance to humanity. Quran and Life of Prophet is perfect guidance, now it is task of humanity to get complete and full benefit from Islamic work ethics.

Koh and Boo (2004) elaborated that the relationship between Islamic Work ethics and job satisfaction might be illuminated by the theory of organizational justice and this theory described that perceived justice of employee's affects the attitude of employees.

Researches also proved that employees ethical behavior affects job satisfaction (Weeks et al, 2004; Schwepker, 2001). Basic Objective of Islam is to provide satisfaction to its followers. Ghazali Moral Theory and Aristotle virtue theory also explain link between work ethics and satisfaction. And Link between Job Autonomy as moderating variable between Islamic work Ethics and Job satisfaction can be explained by Self Determination Theory (SDT) and Job Design Theory (Cengage, 2006).

2.1: Theoretical Framework



2.2. HYPOTHESIS DEVELOPMENT

In light of five theories Organizational Justice Theory, Aristotle Virtue Theory, Ghazali Moral Theory, Job Design theory and Self Determination theory (SDT) as explained in Literature Review in detail, following Hypothesis are written.

H1: Islamic Work Ethics will be positively related with job satisfaction.

3. METHODOLOGY

Non Probability Convenience Sampling technique has been used and Sample is taken from 4 public sector Organizations (District Accounts Office Rawalpindi, Rawalpindi Development Authority, Water and Sanitation Agency Rawalpindi, Parks and Horticulture Authority Rawalpindi). 150 questionnaires distributed among these public sector organizations and 103 respondents properly among of them. IWE are measured by using 17 items scale which developed by (Ali, 1992), the Cronbach's Alpha coefficient reliability of this scale was 0.80 in this study. For the measurement of job satisfaction, 3 Items' scale was used which developed by Harely and Dubinsky in 1986 and reliability of this scale in this study was noted 0.71. Job autonomy is measured by the 3 item scale adapted from (Hackman & Oldham, 1980) and reliability of this scale noted 0.70 in this study. All above subjective variables have been arranged in five point likert scale in which 1 for strongly disagree with the statement and 5 for strongly agree with the statement in questionnaires. All alpha coefficients for the data exceed the minimum standard for reliability of 0.70 recommended by Nunnally (1978) for basic research. Thus, the results indicate that these multiple measures are reliable for measuring each construct.

4. RESULTS AND DISCUSSION

The results of this study were analyzed by using the SPSS 15.0 software and examined the demographical information of respondents (table I), (M) mean, (SD) standard deviation, (SE) standard error and (correlation) strength of relationship among the variables (table II), (regression) variation between independent and dependent variables, (t values and F value) accepting and rejecting region of hypothesis, (Beta) regression coefficients which mean how much units effected on the dependent variable when increase one unit of independent variable, and (p value) significance level of the results (table III and table IV) for interpretation of study's hypothesis confirmation.

4.1: TABLE I RESPONDENTS' DEMOGRAPHICAL INFORMATION

Demographical information	No. of Respondents	Percentage rate of Respondents
Gender		
Male	65	63%
Female	38	37%
Age		
Below 25 years	24	23%
25-40 years	50	49%
Above 40 years	29	28%
Education		
Graduation	27	26%
Master	70	68%
PHD	6	6%
Experience		
0-5 years	31	30%
6-10 years	43	42%
11-15 years	16	16%
Above 16 years	13	13%
Working Area		
Finance	31	30%
HRM	38	37%
G. Management	18	17%
Others	16	16%
Management Level		
Lower Management	16	16%
Middle Management	24	23%
Top management	63	61%

Note: * p < 0.05, **p < 0.01

Table I shown the demographically information of respondents. The percentage rate of the respondents' was in gender (male 63% and female 37%), the percentage rate of the respondents was in age (23% below 25 years , 49% between 25 and 40 years, 28% and above 40 years), percentage rate of the respondents in education level (26% graduation, 68% master, and 6% PhD), percentage rate of the respondents in experience level (30% of 0-5 years, 42% of 6-10 years, 16% of 11-15 years, and 13% above 16 years), percentage rate of the respondents in working area (30% working in finance, 37% in human resource management, 17% in general management and 16% in others area), percentage rate of the respondents in management level (16% of lower level , 23% of middle level, 61% of top level) were responded on study's questionnaire during survey (table I).

4.2: TABLE II PEARSON'S CORRELATION AND DESCRIPTIVE STATISTICS OF STUDY'S VARIABLES

Measure	Islamic Work Ethics	Job Autonomy	Job Satisfaction
Islamic Work Ethics	1		
Job Autonomy	0.40**	1	
Job Satisfaction	0.62**	0.56***	1
No. of Observations	103	103	103
Mean	4.30	3.40	3.59
Standard deviation	0.28	0.50	0.67
Standard Error	0.02	0.04	0.06

Note: n = 103, * p < 0.05, **p < 0.01, ***p < 0.001 level (2-tailed) and Islamic work ethics, job autonomy and job satisfaction rating by using the 5 point likert scale 1 to 5

Table II shows the relationship between independent, moderate and dependent variables and this relationship call Pearson's correlation of the variables it means to measure the strength of relationship between two variables. There were positive and significant relationships among independent variable (Islamic Work Ethics); moderate variable (job autonomy) and dependent variable (job satisfaction) of this study (table II). The Islamic work ethics was significantly

positive correlated ($r = 0.40, p < 0.01$) with the job autonomy, and significantly positive correlated ($r = 0.62, p < 0.01$) with the job satisfaction (table II). The job autonomy was significantly positive correlated ($r = 0.32, p < 0.01$) with the job satisfaction (table II).

Table II also has been shown the mean score of respondents on Islamic work ethics scale was 4.30, standard deviation in the score was 0.28 and standard error in the mean score was 0.02, mean score on job autonomy scale was 3.40, standard deviation in the score was 0.50 and standard error in the mean score was 0.04, and the mean score of job satisfaction scale was 3.59, standard deviation was 0.67 and standard error in the mean score was 0.06. According to the Kenny's and Barron (1986) there should be significant correlation between all the variables for moderation analysis. Hence this study did meet this requirement for moderation analyses of job autonomy because there were positive and significant relationships between Islamic work ethics, job autonomy and employees' job satisfaction (table II). Table III shown the regression analysis of Islamic work ethics and job satisfaction.

4.3. REGRESSION ANALYSIS

4.3.1: TABLE III REGRESSION ANALYSIS OF ISLAMIC WORK ETHICS AND JOB SATISFACTION

Variables	Beta	Adjusted R square	Change in R square	t value	Significance p value	F
Islamic work ethics and Job Satisfaction	0.64***	0.38	0.00	7.97	0.000	63.65***

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table III has been presented regression analysis of two (Islamic work ethics and job satisfaction) variables in which Beta value (Beta = 0.64, $p < 0.001$) of these two variables interpreted, if one unit increase in Islamic work ethics then 0.64 unit increase the satisfaction of employees on $p < 0.001$ that was highly significant value (table III). Adjusted R square (0.38) explained the significant variation between Islamic work ethics and employees' job satisfaction was 38% and t value ($t = 7.97, p < 0.001$) which shows significant true relationship between these two variables, because t value (7.97) was greater than t tabular standard value (± 1.96) (table III). According to the Sobel, (1982) this t value (7.97) is normally distributed, that for large samples it will lead to accept the study hypothesis at $p < 0.05$ because it exceeds ± 1.96 which is standard normal distribution for small samples. So this study first hypothesis (H1) is significantly confirmed that was "Islamic Work Ethics will be positively related with job satisfaction".

Previous study has examined the positive association between Islamic work ethics and job satisfaction and commitment and individual's work attitude toward computer use ethics within universities' environment (Mohamed, Abdul Karim and Hussein, 2010).

Rokhman (2010) has been concluded that Islamic work ethics positively and significant affected on job satisfaction and organizational commitment but not found significantly relationships between Islamic work ethics and turnover intentions of the employees in Islamic micro finance institution at Denmark.

4.3.2: TABLE IV HIERARCHICAL REGRESSION FOR MODERATION ANALYSIS

Variables	Step 1	Step 2	Step 3	Step 4
Gender	-0.22**	-0.04	-0.04	-0.03
Age	0.01*	0.09	0.00	0.02
Education	-0.19*	-0.02	-0.02	-0.02
Experience	0.16	-0.26	-0.15	-0.17
Working Area	0.07	0.08	0.05	0.05
Management Level	0.01	0.03	-0.01	0.00
Islamic work ethics		0.67***	0.50***	0.38***
Job Satisfaction			0.35***	0.000
IWExJA				0.40***
Adjusted R Square	0.02	0.38	0.48	0.47
Change in Adj. R square	0.00	0.36	0.10	0.09
F value	1.308	10.24***	13.17***	12.54***

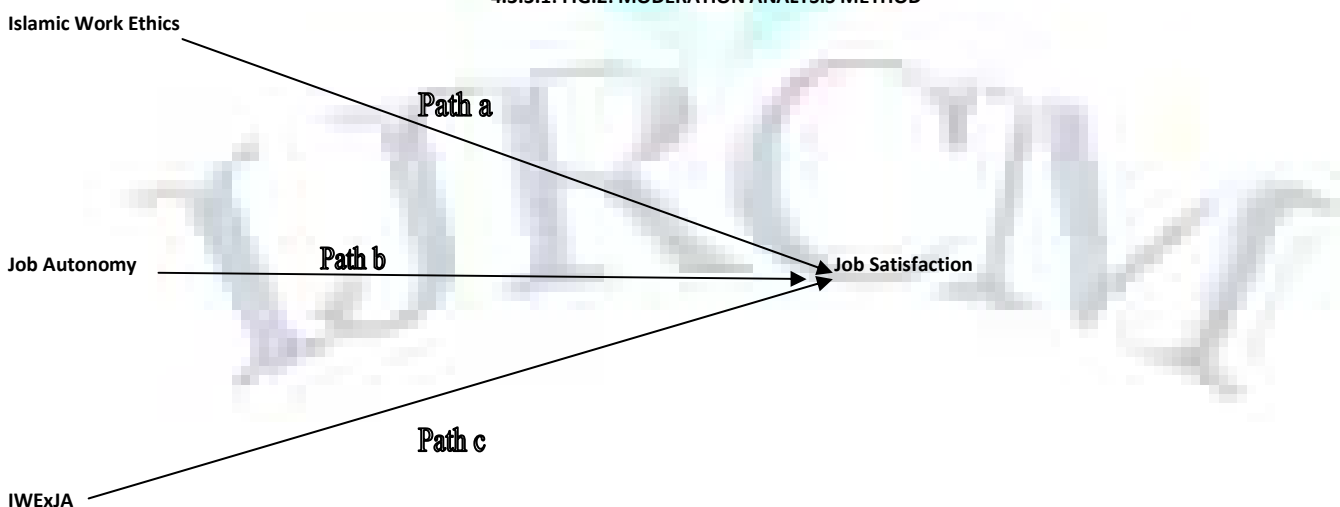
Note: The standardized regression coefficients are shown in table, * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$ and dependent variable is Job satisfaction

Table IV shown the hierarchical regression analysis of demographical variables (gender, age, education level, experience, working area and management level), independent variable (Islamic work ethics) and moderate variable (job autonomy) with the dependent variable (job satisfaction).

4.3.3. MODERATION ANALYSIS METHOD

Kenny and Barron (1986) declared when three paths conditions (path a, path b and path c) would be fulfilled then it is supported the moderation impact. In first path (path a), the independent (Islamic work ethics) variable must be significantly related to the dependent variable (job satisfaction) then first condition (path a) would be satisfactory meet in step 2 of hierarchical regression analysis.

4.3.3.1: FIG.2: MODERATION ANALYSIS METHOD



In second condition (path b), Barron and Kenny (1986) described that there also must be significant relationship between moderate variable (job Autonomy) and dependent variable (job Satisfaction) directly in hierarchical regression analysis of step 3. In third and last condition (path c), Barron and Kenny (1986) explained when added the interaction variable IWExJA {production of independent (islamic work ethics) variable and moderate (job autonomy) variable} in hierarchical regression analysis of step 4 and there also must be significant relationship between interaction (IWExJA) variable and dependent (job satisfaction) variable.

When the Beta value of interaction (IWExJA) variable would be significant on t value $> \pm 1.96$, $p < 0.05$ (Sobel, 1982) and Adjusted R square would greater of interaction variable (IWExJA) and dependent (job satisfaction) variable in hierarchical regression analysis of step 4 than the direct impact of independent (Islamic work ethics) and dependent (job satisfaction) variables in hierarchical regression of step 2 and shows the significant differences in Adjusted R squares in hierarchical regression analysis of step 2 & step 4 (Change in Adjusted R square). It means there would be significant presence of moderation variable (job autonomy) between (Islamic work ethics) and (job satisfaction) variables.

4.3.3.2. ISLAMIC WORK ETHICS AND JOB SATISFACTION MODERATED BY JOB AUTONOMY

Table IV shown the hierarchical regression analysis of all demographic (gender, age, education, experiences, working area and management grade level) and study's variables (Islamic work ethics, job satisfaction and job autonomy) and in hierarchical regression analysis divided into 4 steps. Step 1 analyzed the hierarchical regression analysis of demographical variables (gender, age, education, experiences, working area and management level) with the job satisfaction and table shown the standardized regression coefficients, Adjusted R square, Change in R square and F values (table IV). Adjusted R square (0.02) explained the variation between these demographical variables and dependent variable (job satisfaction) was 2% and it was not significant relationship at ($F = 1.38$, $p < 0.05$). In next step 2, independent variable (Islamic work ethics) was added in hierarchical regression analysis and the regression coefficient was (Beta = 0.67, $p < 0.001$) and Adjusted R square (0.38) explained the variation between these demographical variables and dependent variable (job satisfaction) was 38% and it was strongly significant relationship at F value ($F = 10.24$, $p < 0.001$) and t value ($t = 7.68$, $p < 0.001$) of Islamic work ethics and job satisfaction which shows significant (for large samples) true relationship between these two variables in step 2 (table VI), because t value (7.68) was greater than t normally distributed standardized value (± 1.96) for small samples (Sobel, 1982). So according to Barron and Kenny (1986) first (path a) condition in which Islamic work ethics positively related with job satisfaction was met (table IV, step 2). The moderate variable (job autonomy) was added in next step 3 and the regression coefficient was (Beta = 0.35, $p < 0.001$) and t value ($t = 4.42$, $p < 0.001$) and F value ($F = 16.17$, $p < 0.001$) of job autonomy and job satisfaction relationship which shown it was also significant positive relationship between these two variables. In step 4 interaction (IWE*JA) variable was played significant moderation role between Islamic work ethics and job satisfaction because when production of Islamic work ethics and job satisfaction (IWE*JA) was added in step 4 then there was highly significant value of Beta (Beta = 0.40, $p < 0.001$) and t value ($t = 4.09$, $p < 0.001$), and F value ($F = 12.54$, $p < 0.001$) and was adjusted R square was (0.47). While there was Beta value (Beta = 0.67, $p < 0.001$) and t value (7.68, $p < 0.001$) and F value ($F = 10.24$, $p < 0.001$), and adjusted R square (0.38) of Islamic work ethics and job satisfaction was significant in step 2 but when job autonomy variable added as moderator in step 4 there was also significant relationship between Islamic work ethics and job satisfaction at value of Beta (Beta = 0.38, $p < 0.001$) and value of t ($t = 3.64$, $p < 0.001$) and 9 percent adjusted R square (Change in Adjusted R square = 0.09) was significantly changed between independent variable Islamic work ethics (Adjusted R square = 0.38) on job satisfaction and interaction variable IWExJA (Adjusted R square = 0.47) on job satisfaction (table IV). So second hypothesis was also accepted that "Job Autonomy will play moderation role in the relationship of Islamic work ethics and Job Satisfaction."

Previous studies about Islamic work Ethics shows positive impact on Leadership, performance, job commitment, goal achievement, employee positive morale and negative impact on Turnover intention (see Ali, 1992; Yousef, 2000; Yousef, 2001; Rahman, 2006; Ali & Al-Kazemi, 2007; Abbasi, 2008; Rokhman, 2010). This study also shows Positive impact of IWE on Job satisfaction and job autonomy moderates relationship between IWE and job satisfaction.

5. CONCLUSION

Job satisfaction is one of the most important desire of employees and it causes positive impact on job commitment, goal achievement, performance, motivation and employee positive morale. IWE and job autonomy has positive impact on Job satisfaction. So this study would help to increase job satisfaction of employees.

6. FUTURE STUDIES

Research in reference with the model can be conducted on impact of Islamic work Ethics on dimensions of customer satisfaction, job insecurity and employees stress etc.

7. REFERENCES

1. Abbasi, S. A. (2008): Role of Islamic Leadership in Value Based Corporate Management, <http://www.hec.gov.pk>
2. Alhabshi, S. O., & Ghazali, A. H. (1994): "Islamic Values and Management" Institute of Islamic Understanding in Malaysia.
3. Ali, J.A. (1992), "Islamic work ethic in Arabia," Journal of Psychology, Vol. 126, No. 5, pp. 507-517.
4. Ali A. (1988), "Scaling an Islamic work ethics," The Journal of Social Psychology, Vol. 128, pp. 575-83.
5. AlKazami, A. A., & Ali, A. J. (2002), "Managerial problems in Kuwait," Journal of Management Development, 21, pp. 366-375.
6. Beekun, R. I. (1997): "Islamic Business Ethics," The International Institute of Islamic Thought.
7. Cengage, G. (2006): Encyclopedia of Management, Retrieved April 24, 2012, from <http://www.enotes.com>
8. Cranny, C., Smith, P., & Stone, E.(Eds.), (1992) Job satisfaction: How people feel about their jobs and how it affects their performance, New York, Lexington Books.
9. Deci, E., & Ryan, R. (2002) Handbook of self-determination research, Rochester, NY: University of Rochester Press.
10. Dubinsky, A.J., & Harley, S.W. (1986), "A path-analytic study of a model of salesperson performance," Journal of the Academy of Marketing Science, Vol. 14, pp. 36-46.
11. Emrullah, B. I., & Hadimi, M. (2001): "Islamic Ethics," Waqf Ikhlas Publishers ,Turkey.
12. Fakhry, M. (1991): "Ethical Theories in Islam" Leiden: E. J. Brill.
13. Hackman, J. R., & Oldham, G. R. (1980): "Work redesign" Reading, MA: Addison Wesley.
14. Lamertine. (1854), "Historie de la Turquie" Paris.
15. Masserman, J. (1974), "Who Were Histories Great Leaders?" America, TIME Magazine.
16. Mohamed, N., Abdul Karim, N. S., & Hussein, R. (2010), "Linking Islamic Work Ethic to Computer Use Ethics, Job Satisfaction and Organizational Commitment in Malaysia," Journal of Business Systems, Governance and Ethics Vol 5, No.1.
17. Rahman, N.M., Muhamad, N., & Othman, A.S. (2006), "The Relationship between Islamic Work Ethics and Organizational Commitment: A Case Analysis," Malaysian Management Review, Vol. 41, No.1.
18. Robbins, S.P., Judge, T.A., & Sanghi, S. (2008) Organizational Behavior, 12th edition, Saurabh Printers, India, pp. 89.
19. Rokhman, W. (2010), "The Effect of Islamic Work Ethics on Work Outcomes," Electronic Journal of Business Ethics and Organization Studies, Vol. 15, No. 1, pp. 21-27.
20. Spector, P. (1996) Industrial and organizational psychology, Research and practice, New York, John Wiley.
21. Weiss, J. W. (2003): Business Ethics a Stakeholder and Issue Management Approach.
22. Yousef, D.A. (2000), "Organisational commitment as a mediator of the relationship between Islamic work ethic and attitudes toward organizational change," Human Relations, Vol. 53, No. 4, pp. 513-537.
23. Yousef, D.A. (2001), "Islamic work ethic - A moderator between organisational commitment and job satisfaction in a cross-cultural context," Personnel Review, Vol. 30, No.2, pp. 152-165.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

