



Demographic Difference in Job Satisfaction With Respect To the Employees in the Private Telecom Sector Kerala

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ABSTRACT:

In this paper, primarily aims to identify the significant differences in demography profiles like experience, gender, marital status, income, education, and age on the job satisfaction of employees in the private telecom sector on the job satisfaction level amongst the workers working in the private telecom sector Kerala. An authenticated survey form had used to collect data. A stratified random sampling method was administered to select respondents from various telecom providers in Kerala. The final sample size is 346 which is adequate for the research study. The majority of completed interview schedules were coded using numerical forms, and the raw data was then entered for analysis. To accomplish the goals, a variety of analytical techniques including independent sample T-test, and ANOVA were used. The analysis was used in interpreting the data and proving the various hypotheses developed in the study. Through statistical analysis, it is found that gender, marital status, education, income, and age are having significant differences in the job satisfaction level of the workers in the private telecom sector in Kerala.

1. Introduction

The key components of human resource management in any company are employee job satisfaction. The most valuable resource in every firm is reportedly its human resources. The abilities and skills of the engaged constitute the whole of innate talents, gain knowledge, and skills; therefore, the performance of the employee is a crucial aspect that ultimately determines and accomplishes goals. However, inspiration and job happiness contain a important impact on

employee performance. The association between effective human resource management strategies and job happiness has been studied all around the world. Human resource management practices are closely related to job satisfaction [1]. When someone enjoys or appreciates their current employment and feels happy and content, they are said to be satisfied with their job. It is considered as key human resources that have to be recognized not only with value to the establishment but also be taken into explanation for managing efficiency and



excellence in organisation. People join organisations for a variety of reasons, such as to ensure their financial and employment security, advance personally for better future opportunities, and meet their social and psychological requirements. Every individual has various needs that change over time. Management must acknowledge this fundamental truth and ensure that employees have the right opportunities and working conditions to meet their demands.

The previous exploration on job satisfaction has been finished in the mid-1930s. Since then, researchers in organizational behaviour, industrial sociology, human resource management, and industrial organization psychology have been particularly involved in the topic of job satisfaction. Retaining skilled people is the largest problem that each firm has in today's competitive world. Therefore, businesses must establish a supportive work atmosphere that includes the following elements to increase worker satisfaction: A safe and sound job background, job continuity, opportunity for talent development and leadership, flexible work engagements, training, and growth, fair compensation, and perks. Additionally, there should be a supportive environment where employees receive timely feedback from a reachable supervisor as well as from amiable team members. A good working atmosphere can also be created by providing flexible benefits including facilities, modern technology, a competitive wage, and opportunity for advancement. People that are heavily invested in their jobs make it a core part of who they are. Therefore, in order to encourage employees' effective conduct inside an organization, job satisfaction is required.

Job Satisfaction

Typically, job satisfaction is defined as a positive or gratifying demonstrative government. The studies and one's interests

are set up to debate whether the concept should be viewed as a combination, as suggested in this description, or whether cognitive and affective aspects should be separated into traditional dimensions. According to those in favor of the most conservative strategy, research indicates that individual actions are predictive of affect-based measures of job satisfaction when compared to cognitively familiar measures. Both sides agree that the definition of job satisfaction needs to be aligned, but there is some disagreement over the definition. When evaluating job satisfaction, the focus is an additional factor to take into account [2]. One can estimate how satisfied they are with their job as a whole or how they feel about it globally. An exemplary matter would be "general, how important delight do you track down in your work" There's a carefulness to this worldwide methodology for the pinnacle up of occupation fulfillment with these perspectives, the same as fulfillment with one's compensation, one's partners, the idea of the work, and oversight. The study demonstrates that general global satisfaction is distinct from aspect satisfaction in combination [3]. Additionally, satisfaction with various aspects is frequently unrelated. One example of this would be a pers on who is actually content with friends but largely dissatisfied with opportunities for advancement. Global degrees, on the other hand, are typically the best option. if one wants to understand how jobs affect people in general. The enjoyment or positive emotional circumscription that outcomes after appraising one's job or work experience is commonly referred to as job satisfaction [4]. This concept can be defined as "a variety of stations about individual aspects of the job and work environment". The job itself, the boss, the co-workers, the pay, and the advancements are the five major factors that contribute to job satisfaction. They say that from 1950 to 1960,



a lot of studies said there was a strong connection between job satisfaction and performance. However, all of the studies on job satisfaction and performance say there is no strong correlation between the two, but there is a positive relationship between them [6]. It reveals the scale by which factors such as pay, advancement, working circumstances, benefits of the job, co-workers, individual values, and the relationship between an employee and employer are evaluated for job satisfaction [7]. Additional factors that influence job satisfaction include a sense of accomplishment, relationships with management and employees, job safety, increased responsibility, high pay, advancement opportunity, clarity of capabilities, participation in opinions, authorization, adequately coordinated work, absence of adherence, relocation, accomplishment, life satisfaction, trade unions, and perceived work stress [8]. However, if members believe they are investing more heavily but receiving lower prices, they will probably have negative attitudes toward the work, the master. On the other hand, if they appear detached, they are likely to be enthusiastic about their job [9]. Work fulfilment shows a few subsidiary perspectives which are the main qualities of a task to which individuals have a substantial reaction.

Work fulfilment alludes to positive interests in the work or the work climate. Here are a number of aspects that could impact job satisfaction. The compass of creation, career development, and recognition, as well as working conditions, workload, and pay scale, all play a role in some of these. But what are the positive effects of job satisfaction, which obviously have an effect on the organization as well as the employees? provocation, interest, contentment, good attendance, productivity, and the company's high development rates are all attained as a result

[10]. Thus, there are three very much respected general reasons for work fulfillment the circumstance, the individual, and the business between the circumstance and the individual. Situational influences on job satisfaction have received the most attention [11]. The initial proposal of situational impacts was Frederick Herzberg's two-factor proposition, which suggested that natural job factors [motivators] caused job satisfaction, whereas foreign hygiene factors caused job satisfaction e.g., dissatisfaction with pay in point of fact, both kinds of factors play a role in job satisfaction and dissatisfaction [12].

2. Research Methodology

The exploration type of the study is descriptive and cross-sectional. It explored the intensity and magnitude of the impact of different variables. Based on the objective of the research, appropriate statistical tools and techniques were adopted to analyse the data. The research has adopted a descriptive research design since the study is to analyse Job Satisfaction among the employees at Private Telecom Companies in Kerala. This study is intended to discover the dimensions of aspects influencing the impact of work satisfaction. The study's inquiry-based objectives root in the problem statement and the research gap identified through a review of pieces of literature. The main purpose of the paper is to analyse the influence of demographic characteristics like experience, gender, marital status, income, education, and age on the job satisfaction of employees in the private telecom sector.

The following are the hypotheses developed for the study.

H0.1 There is no significant difference in job satisfaction between men and women.

H0.2 There is no significant difference in job satisfaction across different experience categories.



H0.3 There is no significant difference in job satisfaction based on marital status.

H0.4 In terms of job satisfaction, there is no significant difference between the educational qualification categories.

H0.5 In terms of job satisfaction, there is no significant difference between income levels.

H0.6 In terms of job satisfaction, there is no significant difference between age categories

The research centered on numerous commonly used tools created by prior researchers in order to identify, determine, and test the study's objectives and hypotheses. To gather the necessary data, a questionnaire employing a five-point Likert scale was created. The questionnaire captured all the dimensions and variables under study, as well as captured demographic information of the respondents.

The appendix contains a diagram of the survey's instrument [the interview schedule]. The schedule is divided into two sections: the first portion collects demographic data on gender, marital status, age, income, degree of education, years of experience, and title; the second half also asks questions about the model's job satisfaction. The items for these variables have been taken from previous studies. Face validity has been conducted to confirm the items of other variables in the study. Expert feedback on the items was taken to confirm the validity of the items constructed.

The feasibility of the study approach and the validity and reliability of the questionnaire were tested in a pilot study. The pilot study was conducted with 70 subjects. One of the objectives of conducting a pilot study is to design a structured questionnaire that will be more realistic and meaningful for the research. In light of the previous literature and expert validity, a questionnaire was structured for collecting data from the subjects. More details of the scale and questionnaire development were described in this chapter. Before progressing toward full-fledged data

collection, the reliability test and validity have been conducted to determine and evaluate the accuracy of the constructed instrument.

A reliability test was performed on the pilot study's data using Cronbach's coefficient alpha [Cronbach, 1951], which measures the internal consistency of instrument items. It was discovered that the item's reliability coefficients were higher than the expected range of 0.7, indicating internal consistency.

The target population also called the theoretical population represents the entire population that any given study wishes to examine. The entire set of components [people or items] that meet the sample criteria stated by the researcher make up the theoretical population. These components share certain characteristics. The study's target population is the on-roll workforce working in private telecom companies in Kerala. There are three private telecom companies working in Kerala. They are Vodafone-Idea [VI], Airtel, and Jio. The offices of these companies are located in Ernakulam, Kerala. In these offices, total of 2450 on-roll employees are working and the list has been obtained from the respective offices.

The region chosen for this exploration study is Kerala. The population of Kerala is made up of on-call workers employed by private telecom companies. The study collected data using stratified random sampling. The last example size is 346 which is satisfactory for the exploration study. The majority of completed interview schedules were coded using numerical forms, and the raw data was then entered for analysis. To accomplish the goals, a variety of analytical techniques including ANOVA and independent sample T-test were used. The analysis was used in interpreting the collected data and proving the meaning of various hypotheses developed in the study.



Analysis and Interpretation

The data collected were coded after cleaning. Out of the 369 responses received, a sample size of 346 was considered adequate for further analysis after cleansing the data. Further discussion will examine the connection between the variables and the possible outcomes of the study from the analytical results.

The segment profile of respondents who are representatives working in the telecom business is dissected and summed up. The descriptive analysis of the demographic profile of 346 respondents was carried out with SPSS

20.0. Frequency analysis was used to look at the sample's demographic details. The segment profile of the respondents was gathered involving the ostensible size of estimation for, age, educational qualification, gender income, marital status, and designation are presented below.

4.1 Number of Respondents

The data is collected from three private telecom companies in Kerala ie. Airtel, VodafoneIdea, and Jio. Airtel - 43, VI – 36, and Jio 267.

Table 4.1 Classification of the Respondents from Each Company

Company	Response	%
Airtel	43	14.3%
VI	36	14.4%
Jio	267	14.03%

4.2. Gender

The perception of male and female gender need not be equal. Between gender, there exist not only biological differences but also there

may be differences in expectations, perceptions, aspirations, and so on. Table 4.2 represents the percentage of the gender that has responded to the researcher for the study.

Table 4.2 Gender

Gender	Response	%
Male	315	91%
Female	31	9%

From table 4.2, it can be found that out of 346 respondents, 91% were males and 9% were females. It can be deduced that the number of males who are working in the Private Telecom Sector in Kerala is considerably higher than women employees.

4.3. Age

Table 4.3 represents the percentage of the selected age group of people that have responded to the researcher. During the research, the Analysis software SPSS was used.

Table 4.3 Age

Age [in Years]	Response	%
<25	141	41%
25-35	127	37%
36-45	54	16%
46-55	21	5.7%



>55	1	.3%
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From Table 4.3 it can be interpreted that 41% of people are in the age group of <25 who are in the exploration stage; 37% of people are in the age group of 25-35, 16% comes under the category of age group 36-45, 5.7% falls under the age group category of 46-55 and finally, 0.3 % is only under the category of >55.

Hence the maximum number of employees falls in the age group of less than 30.

4.4. Marital Status

Table 4.4 depicts the marital status of the respondents. In the Analysis software SPSS v20, marital status was coded as a categorical variable.

Table 4.4 Marital Status

Marital Status	Response	%
Married	238	68.78%
Single	108	31.22%

From Table 4.4 it can be interpreted that 68.78% of the respondents are married and 108 of them are single.

4.5. Education

Education brings people out of ignorance and makes them informed about new things. Moreover, it makes people curious about knowing things that happen around them.

Table 4.5 shows the responses of the respondents on their educational qualifications varying from SSLC, Higher secondary, Diploma, Undergraduate, Postgraduate, and Professional degree. The coding used was from 1 to 6 respectively for SSLC, Higher secondary, Diploma, under graduation [UG], post-graduation [PG], and Professional degree.

Table 4.5 Education

Education	Response	%
SSLC	3	0.9%
Higher Secondary	19	5.5%
Diploma	33	9.5%
UG	265	76.6%
PG	26	7.5%
Professional	0	0

From the above table 4.5, it can be interpreted that only 0.9% of the sample has SSLC qualification alone, 5.5% of them have completed Higher secondary, 9.5% of them hold a diploma, 76.6% have an undergraduate degree, 7.5% of them hold a Post Graduate degree and none of them have a professional degree It can be inferred that majority of

people who work in the telecom industry hold a UG degree and above.

4.6. Income

Table 4.6 presents the percentage of the monthly income earned by the respondents. <25000 was coded as 1; 25001-50000 coded as 2; 50001-100000 coded as 3 and >100000 coded as 4.

**Table 4.6 Monthly Income**

Monthly Income [in rupees]	Response	%
<25000	197	57%
25001 - 50000	90	26%
50001 - 100000	51	14.7%
>100000	8	2.3%

From Table 4.6 it can be interpreted that most of the employees receive a monthly income of less than Rs.25000. 26% of the respondents' salary range between Rs. 25001 to Rs. 50000.

14.7% of the total respondents belong to the salary category of 50001 – 100000. Only 8 % of them receive greater than Rs.100000 as their monthly income.

4.7. Experience

Table 4.7 Experience [In Years]

Experience [In Years]	Response	%
<1	91	26.3%
1-3	104	30%
3-5	52	15%
>5	99	28.7%

From the above Table 4.7, it can be interpreted that 26.3% of the respondents had less than 1 year of experience, 30 % of the sample had 1 to 3 years of experience, 15% have 3 to 5, and 28.7% of respondents have more than 5 years of Experience.

The primary focus of the study was to identify the influence of demographic characteristics such as gender, experience, married status, and

age arranged the job satisfaction of employees in the private telecom sector. To identify the influences various statistical tools have been used and the results are given below.

4.8. Significance of Job Satisfaction with Gender

The independent sample t-test is applied to test if there is any substantial difference in the level of Job Satisfaction with gender.

Table 4.8 Significance of Job Satisfaction with the Gender of Respondents

Variables	F value	P value	Significant or not Significant
Job Satisfaction	.897	.344	Not Significant

[P value @ .05]

According to Table 4.8, gender-related differences in job satisfaction are significant. the null hypothesis is rejected. This indicates that gender has a important impact on job satisfaction.

1.9 Significance of Job Satisfaction with Experience of Respondents

The respondents' Experience with Job Satisfaction has applied the test One Way Anova and the results are given below.

**Table 4.9 Significance of Job Satisfaction with Experience of Respondents**

Variables	F value	P value	Significant or not Significant
Job Satisfaction	4.152	.007	Significant

From table 4.9 it tends to be deciphered that there are no tremendous contrasts in job satisfaction with Experience. Accordingly, the invalid speculation is acknowledged and the elective speculation is dismissed. This indicates that experience has no important impact on job satisfaction.

4.10. Significance of Job Satisfaction with Marital Status of Respondents

The respondents' Marital Status with Job Satisfaction has applied the independent sample t-test and the results are given below.

Table 4.10 Significance of Job Satisfaction with Marital Status of Respondents

Variables	F value	P value	Significant or not Significant
Job Satisfaction	.155	.694	Not Significant

[P value @ .05]

According to Table 4.10, marital status is associated with significant differences in job satisfaction. As a result, the null hypothesis is rejected. That implies there are huge contrasts in job satisfaction with marital status.

4.11 Significance of Job Satisfaction with Education of Respondents

The respondents' Education with Job Satisfaction has applied the One Way Anova and the results are given below.

Table 4.11 Significance of Job Satisfaction with Education Of Respondents

Variables	F value	P value	Significant or not Significant
Job Satisfaction	.874	.480	Not Significant

[P value @ .05]

From Table 4.11 it tends to be deciphered that there are tremendous contrasts in job satisfaction with education level. As a outcome, the null hypothesis is rejected. This indicates that education has a significant impact on job satisfaction.

4.12. Significance of Job Satisfaction with Income of Respondents

The respondents' Income with Job Satisfaction has been applied and the results are given below.

Table 4.12 Significance of Job Satisfaction with Income of Respondents

Variables	F value	P value	Significant or not Significant
Job Satisfaction	1.896	.130	Not Significant

[P value @ .05]

From Table 4.12 it tends to be deciphered that there are tremendous contrasts in job satisfaction with the Pay that the employees receive. As a result, the null hypothesis is rejected. This indicates that employees in

Kerala's private telecom sector companies' levels of job satisfaction and income significantly differ.

4.13 Significance of Job Satisfaction with the Age of Respondents



The respondents' Age with Job Satisfaction has applied the One Way Anova and the

results are given below.

Table 4.13 Significance of Job Satisfaction with Income of Respondents

Variables	F value	P value	Significant or not Significant
Job Satisfaction	1.282	.277	Not Significant

[P value @ .05]

From Table 4.13 it can be interpreted that there are significant differences in Job Satisfaction with Age. Therefore, the null hypothesis is rejected. That means there are significant differences in Job Satisfaction with the age of the respondents.

5. Findings and Recommendations

The analysis of the demographic profile of the respondents in this study assisted in identifying a clear profile of the characteristics of the respondents and evaluated whether the sample that was obtained is representative of the entire people. The segment profile of respondents who are representatives working in the telecom business is dissected and summed up. The descriptive analysis of the demographic profile of 346 respondents was carried out with SPSS 20.0. Frequency analysis was used to look at the sample's demographic details. The nominal scale of measurement for gender, age, marital status, educational qualification, income, and designation was used to collect the respondents' demographic profiles, which are explained further.

The data was collected from the workers working in private telecom companies in Kerala. To keep the proportion of the sample size approximately 14% from each company has been selected by adopting a stratified random sampling method. Out of the total sample of 346, 43 employees are selected as respondents from Airtel, 36 employees from Vodafone Idea, and 267 employees from Jio contributed to this study. Out of the total sample of 346, 315 are male and only 31 are

female. This means that male employees are predominant in private telecom companies. The frequency analysis of the age category revealed that most of the respondents are under 35 years. 268 of them are under 35 years. From this, it could be inferred that private telecom sector companies are more open to youngsters in terms of employment. Interestingly 68.78% of the total respondents are married and therefore majority might be looking forward to career advancement. When looking into the education qualification most of them are having either an undergraduate or a postgraduate degree. 287 of the total respondents' earnings are below 50000. Among the respondents, a total of 255 are having more than one year of experience in the telecom area. While coming to the managerial position there are lesser managerial positions available in the private telecom sector and therefore the amount of managers in the respondents' list is very less. Only 8.9% of them are heading managerial positions in the private telecom sector.

The objective of the study was to analyze the influence of demographic characteristics such as gender, experience, marital status, and age on the job satisfaction of employees in the private telecom sector. These demographic variables are studied separately with specific hypotheses.

The consequence of job satisfaction with gender is identified by testing the hypothesis with the help of the statistical tool independent sample t-test. The results of the test revealed that around are significant differences in Job Satisfaction with gender. The significance of



job satisfaction with experiences is identified by testing the hypothesis with the help of the statistical tool One Way Anova. The test revealed that there are no significant differences in Job Satisfaction with experiences.

The significance of job satisfaction with Marital Status is identified by testing the hypothesis with the help of the statistical tool independent sample t-test. The results of the test revealed that there are significant differences in Job Satisfaction with marital status. The significance of job satisfaction with education is identified by testing the hypothesis with the help of the statistical tool One Way Anova. The results of the test revealed that there are no significant differences in Job Satisfaction with Education.

The significance of job satisfaction with income is identified by testing the hypothesis with the help of the statistical tool One Way Anova. The outcomes of the test revealed that there are significant differences in Job Satisfaction with the income of the employees working in the private telecom sector companies in Kerala.

The significance of job satisfaction with age is acknowledged by testing the hypothesis with the help of the statistical tool One Way Anova. The results of the test revealed that there are no significant differences in Job Satisfaction with Age of the employees working in the private telecom sector companies in Kerala.

The majority of the respondents are married, and they might be looking forward to having a career advancement. However, it is also vital to note that the number of managerial positions is less in these companies whereby the chances for providing career advancement might be a challenge for these companies.

3. Conclusion

Organizations have recently shown a lot of interest in studying the conditions of factors that increase employee job satisfaction. It is held in high regard that the actions of contented employees improved the efficiency and performance of the organization. One of the most imperative aspects of an organization's success is its workforce. Without the dedication and contentment of its employees, no business can succeed. In an effort to meet their employees' needs and retain their loyalty, businesses frequently try to provide for them. The company's performance and the growth and performance of its employees are both influenced by effective human resource management and preserving an advanced level of job satisfaction. Therefore, it is critical for the company's success to efficiently achieve human resources and determine employee satisfaction. They will only work hard and present a positive image of the company if they are satisfied. This study examines a wide range of independent variables that have a significant impact on the level of job satisfaction experienced by employees working for private telecom companies in Kerala. However, none of the previously published studies examined employees' job satisfaction in the telecom industry, opening the door for further investigation. Job satisfaction is a pleasurable emotional state that is influenced by personal and work-related factors. The degree to which a person is satisfied in their job is stated to as their job satisfaction. A worker's level of job satisfaction is prejudiced by a number of diverse aspects.

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