

**RARE**

**IMPACT OF DEMOGRAPHIC VARIABLES ON PERCEIVED VALUE OF  
NON FINANCIAL MOTIVATORS WITH SPECIAL REFERENCE TO SRI  
LANKA TELECOM HEADQUARTERS**

**By**

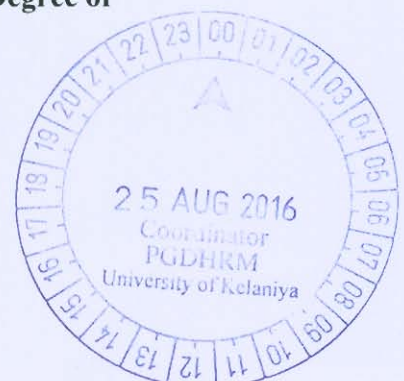
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**FGS/HRMG/PG/13/09**

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in partial Fulfillment of the Requirements for the Degree of  
Master of Human Resource Management**

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## **ABSTRACT**

Abstract of thesis presented to the Senate of University of Kelaniya  
in partial fulfillment of the requirements for the degree of Master of  
Human Resource Management.

### **IMPACT OF DEMOGRAPHIC VARIABLES ON PERCEIVED VALUE OF NON FINANCIAL MOTIVATORS WITH SPECIAL REFERENCE TO SRI LANKA TELECOM HEADQUARTERS**

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**R.M.S.N. RAJAPAKSHA**

**July 2015**

**Supervisor : Mrs. I. Welmilla**

**Faculty : Faculty of Commerce & Management Studies**

Even though today's organizations are using several techniques and strategies to achieve organizational goals through people, rewards are considered as most important element in motivating and satisfying employees to achieve the high level of performance. Non-financial rewards can have an even more substantial impact on employee satisfaction and motivation than traditional financial rewards. This study attempt to examine the impact of demographic variables of employees on non-financial motivators/rewards with special reference to Sri Lanka Telecom Headquarters.

A cross-sectional sample survey was done using a sample of 365 employees at SLT headquarters. Findings of the study revealed that what are the most important rewards/motivators which can be stimulated motivation level and satisfaction of SLT employees' at headquarters. In addition, the study demonstrated reward preferences variance between certain demographics groups namely age, gender and career stage within the Sri Lanka headquarters. The study contributed to the body of existing knowledge on employees' motivation and its relationship with non-financial rewards within the Sri Lanka Telecom. An understanding of these perceptions would enhance knowledge when developing effective reward system in Sri Lanka Telecom. Sri Lanka Telecom management can structure reward system more effectively according to these findings without focusing primarily on money.

**Key words: Motivation, Non-financial Rewards and Demographic variables**