

**Strategic management and its impact on service quality: The role of organizational
commitment**



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**DEPARTMENT OF EDUCATION
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**STRATEGIC MANAGEMENT AND ITS IMPACT ON SERVICE QUALITY: THE
ROLE OF ORGANIZATIONAL COMMITMENT**



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M. Phil EDUCATION LEADERSHIP AND MANAGEMENT

**A thesis submitted in partial fulfillment of the requirements for the
Degree of M. Phil in Educational leadership and management at the**

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CERTIFICATE OF APPROVAL

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DECLARATION

It is certified that this M. Phil dissertation titled “Strategic Management and its Impact on Service Quality: The Role of Organizational Commitment” comprises of original research. To the best of my knowledge and belief, this thesis does not contain any material published or written previously by another person, except where due references are made to the source in the text of the thesis. It is further certified that help received in preparing this thesis, and all resources used have been acknowledged at the appropriate places.

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This is to certify that the research work described in this M. Phil The dissertation is the original work of the author that was carried out under my direct supervision. I have personally gone through all the data, results/contents reported in the manuscript and certify its correctness and authenticity.

I also certify that the thesis has been prepared under my supervision according to the prescribed format, therefore; I endorse its evaluation for the award of M. Phil degree through the prescribed procedure of the University.

Supervisor,

Dr. Muhammad Zaheer Asghar

Dedication

To my beloved **Father, Mother, Siblings' and my teachers'**
who guided me in every difficult times.

Especially,

Prof. Dr. Abdul Hameed

Dr. SeemaArif

All Faculty members

&

With love and Respect

Dr. Muhammad ZaheerAsghar

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ABSTRACT

With the changing world, our higher education system is facing various issues regarding the provision of quality services, long term planning's, financial aids, and technology. Our educational system needs quality to bring improvement in their system. So main purpose of this research was to discuss strategic management, and its impact on service quality: The role of organizational commitment. In order to successfully complete this study some objectives were determined that help all through the research to link with research questions. 1st objective were to find the significance difference of strategic management components towards the service quality. 2nd objective were to find the relationship between components of strategic management, organizational commitment, and service quality 3rd objective were to identify the relationship between components of strategic management, organizational commitment, and service quality.

Researcher used survey method for data collection. Questionnaire was consisted of 35 items with five points Likert scale. 170 government, and private university professors participated in this study. Results were analyzed through SPSS. ANOVA was used to calculate the significance between the perceptions of the performance of service quality on components of strategic planning, and organizational commitment. The correlation was used to find perceptions of the performance of service quality, components of strategic planning, and organizational commitment. Structural Equation Model was used to find the relationship between perceptions of the performance of service quality, components of strategic planning, evaluation of the university strategic plan, strategic formalization. According to the findings, there was a positive correlation between the perceptions of the performance of service quality, components of strategic planning,

evaluation of strategic plan. No significant difference among mean scores of the performance of service quality on environmental scanning, strategic formalization.

At the end the researcher recommended there is need to improve the quality services in universities to satisfy students, employers, and customers. Vision mission objectives should be clear to every member of the organization. University should perform the services right from the first time, and must provide written guidelines or instructions to regulate the strategic plan.

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CHAPTER 1

INTRODUCTION

In this chapter researcher discussed the comprehensive background of the research, need for this research in Pakistan. Statement of the problem is essential to find out the problems that where our higher education system is lacking in education system and where they needs to implement new models to replace the old models of teaching. Researcher illustrated the objectives of the study with the help of hypothesis. Theoretical framework is given to show the relationship among various variables. Significance of the study, and delimitation of the study have also been discussed in this chapter.