

CONSTRUCT VALIDATION OF JOB CHARACTERISTICS IN AN ASIAN CONTEXT: AN EVIDENCE AMONG ACADEMICIANS IN PRIVATE UNIVERSITIES IN PAKISTAN

Asif Ayub Kiyani

Universiti Malaysia Sarawak

Kartinah Ayupp

Universiti Malaysia Sarawak

Shahid Rasool*

Shifa Tameer-e-Millat University, Islamabad, Pakistan

ABSTRACT

This study aimed at validating the job characteristics construct among academicians in twenty-one private universities in Pakistan. The population in this research is all the academicians (professors, associate professors, assistant professors, lecturers) working in the private universities of Pakistan. The choice of 21 private universities located in the Punjab/Islamabad Capital Territory out of total 43 universities in Pakistan was based on Purposive sampling technique. Moreover, Partial Least Square (SmartPLS 3) used to analyses the data for validating the job satisfaction scale. Specifically, the results demonstrated that measures for job characteristics are valid and acceptable based on their factor estimates. All validity indicators including items' loadings, composite reliability, and average variance extracted (AVE), and square roots of the AVE have demonstrated high coefficients. This research aimed at assessing the construct validity of job characteristics among academicians in an Asian context (Pakistan). Moreover, for the first time this study seeks to empirically validate job characteristics as "Job Complexity" within the context of private higher education industry. This research provides preliminary evidence that different validated constructs may be of use to Pakistan's managers in the private higher education to address critical human resources problems facing managers and human resources practitioners.

Keywords: Job characteristics; Construct validity; Exploratory Factor Analysis (EFA); Partial Least Square (PLS).

1. INTRODUCTION

Insight into the job content and job context factors is widely considered as the most important means to motivate employees (Park, 2017). In today's world the number one problem of any

* Corresponding Author: Department of Management Sciences, Shifa Tameer-e-Millat University (STMU), Jaffar Khan Jamali Road, Sector H-8/4, Islamabad, Pakistan, Email: shahid.rasool24@gmail.com