

Analyzing the Role of Social Reputation, Social Status, and Social Recognition towards Career Achievement: An Empirical Study of Business Oriented Organizations

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ABSTRACT

The study attempts to highlight various factors, which may create significant impact on employee's career achievement. The main objective of the study was to know the impact of Social Reputation, Social Recognition and Social Status on Career Achievement. In today's world of competition, it is very important to utilize all the available talent in an organization, and for employees, it is very essential to be successful in their career. That is why this study tried to help the employees, who want to grow in their career and for organizations, which wish to get maximum output from their employee and achieve targeted goals. Data were collected through questionnaire-based survey from 250 employees of banking sector, on 5 Point Likert Scale. Regression and reliability analysis has been applied to generate results. Three hypotheses were proposed and tested. The results show that social Status, Social Recognition and Social Reputation exist significantly among employees, irrespective of their gender.

Key Words: Social Recognition, Social Reputation, Career Achievement, Employee's career

INTRODUCTION

Career is the property of the individuals, who may be inspired by new social norms, but on the other hand, for employed people, it is planned and managed to a large extent by their organizations. For some people, financial success is their main target and if they succeed in achieving it. They consider their career as highly successful perceived career achievement. It is seen that with passage of time for an individual his/her aims and ambitions changes with the time. Researchers define career as the moving perspective in which persons orient themselves with reference to the social order and of the typical sequences and concatenation of office.

Status may have different forms including social status, which signifies a position of high social standard and power or interpersonal influence. Social status is awarded to people on the basis of the visible characteristics or attributes they possess. Sometimes it happens that actions of giving and receiving help, information, support and advice, acts as an important source of provision of social status. Forcing the upper level administration consider that person to be a highly motivated person and organizations always prefer highly motivated employees for higher positions. From this we can say that status helps a lot in the growth of an individual and career achievement.

In a research conducted to study the morale of employees, in banks, it was noticed that when it comes to social status, the employees working at low positions always look for other jobs and are more dissatisfied from jobs having less social status and respect (Nazrul Islam, Mohanjan and Datta, 2012). This shows that social status has affect on employees' continuity of job. To be successful in

career, it is very important that the employees learn certain skill, which needs time. If an employee changes jobs quickly, he/she won't be able to learn such skills effectively. This is that if an employee does a good job and he/she is motivated accordingly from performance point of view, it can prove to be one of the top motivators. This performance also affects career of an individual, and sometimes indiscriminately 'thank you cards' if handed out to the participants, they may increase in performance was noticed due to recognition of workers. Past studies show that there is a strong and positive relationship between recognition and performance of an employee (Burt, 2008).

Another important factor that affects career of an employee is reputation, which can be either good or bad. Good reputation is reward of good work done and good behavior showed; where as bad reputation is result of poor work and bad behavior (Burt, 2008). Employee, having high work-related reputation gathered after long time period, can still get benefits of reputation even that employee does not show good performance at the current timing.

Problem statement

Based on prior studies, the argument for developing career achievement has got more significance in current world. In order to see through it, social reputation, status and recognition seem to have greater role, which is yet to be understood deeply. The study, thus focused on the subjects more significantly influencing career achievement in the no a days world. Successful career of an employee and career achievement is when one's superior thinks that the employee has all the quality and skill not only needed for his/her position but for the position one's step higher to his/her. A position

after achievement, one feels respected and worthy of what he/she gets. The major factors affecting employee career achievement are status and recognition. Social Reputation is also a factor, which enables a person to get a good position in an organization. The reputation of an individual shows his/her attitude in certain condition. Science has changed and improved people lives and living standards. It is observed that employees of today are not happy with their jobs as their expectations and needs have changed with time. They don't want a job where they just have job with some fringe benefits. They want a career that shows their talent, Interests, personality matching their life style. Different tools and experiences provided by organizations fail to help employees. That's why employees of companies are always on a look for a career achievement, which means something more than a job with benefits. This study will attempt to highlight various factors, which can impact on employee career. There are various factors that can impact but focus will be kept on measures like social reputation, social recognition and social status on career achievement.

Significance of the study

In today's world of competition, it is very important to utilize all the available talent in an organization and for employees it is very essential to be successful in career. The study may also help the employees who want to grow in their career and for organization who want to get maximum output from their employee and achieve targeted goals. This study can be applicable to all types of organizations because every organization has an HR department and every employee is interested in his/her career achievement. Variables studied in the paper are of significant level because these variables

also affect turnover rate of organizations. If an employee is not recognized and not given proper status he/she will resign. In result he/she will not get enough time to learn proper skills for that position hence affecting career of employee negatively.

Research Objectives

The study focused on identifying and then empirically analyzing the aspects effecting careers of employees, especially elements like social status, social recognition and social reputation. Employees are considered the most precious asset of any company, as they are the ones who put their hard work in the production and made the organization successful. If a person has bad reputation he/she will never get a position in the organization, as the administration will not believe on him/her. If the employees can achieve the variables like social status, social recognition and social reputation, it will affect the employee career achievement. As a result employees will be motivated. They will perform better job resulting in organization better performance. Some specific objectives of the study are:

- To identify elements influencing career achievement.
- To empirically analysis the interplay of social status, recognition and reputation in promoting career achievement.
- To investigate the influence of social status on career achievement.
- To analyze the impact of social recognition on career achievement.
- To examine the impact of social reputation on career achievement.

Literature review

Career success basically improves quality of life and it is something, which is actually perceived career achievement, satisfaction and growth that is the result of work experiences. Career success is buildup of positive, good work and emotional outcomes, which results from work experiences, power and authority (Seibert, Kraimer and Chen Yu, 2011). Therefore career success can be conceptualized as feeling which a person feels towards his or her own career when one performs his/her job without any problem and have good relations with colleague and supervisor while doing that. Different studies have acknowledged that success of career is associated with individuals' opinion about achievement or feeling good from own job (Chen Yu, 2011). According to the studies like social recognition, reputation means that how well known an entrepreneur is in industry and what type of image he/she has as a business-person. Recognition is very essential for success of an entrepreneur in a society and is a key factor for success (Lau et al., 2007). That is why it is seen that in terms of social recognition majority of entrepreneurs are ranked high (Vallone, 2008).

The variable of social status, which can be good or bad, is directly related to the success or failure of an entrepreneur. Studies show that people are motivated by outward status, signs of position and respect because of rank. They also added in their research that people make comparisons between their inputs at work with others. For examples they will compare their experience, qualifications, effort, outcomes they receive with experience, qualifications, effort, qualifications of others and outcome they receive. It can also be the

comparison between pay, compensations, status and conditions at work.

The status of an employee also affects its career growth, as if an employee is always stressed out because of his financial problems he/she will not be able to concentrate on work and hence his performance will keep on decreasing, lowering his chances of promotion or career growth. Therefore, it is can be said that social reputation and recognition affects career of an employee a lot. It is observed that variables like recognition and social status are important for business owners and employees of the owner because of the fact that both works in the same industry and both work in the same environment.

Self-actualization and factor of motivation like recognition, status, greater individual growth or responsibility are called as intrinsic remuneration. They are needed to keep an employee faithful and obsessive about the organization where they work. In other words it can be said that they gets involved in their job rather than the extrinsic remuneration which eventually will result into good performance of the employee and growth of career of employee (Tinofirei, 2011). From this it is found that these findings match Maslow theory of self-actualization of needs. At this level need of an individual are not much related to money or job security rather at this level it is more related to status, increased responsibility, greater individual growth, and recognition, as compared to others. Employee of an organization keeps on looking for opportunities to learn new things and improve skills level in order to improve their status, associated with their career promotion opportunities. An employee career revolves around its work, and the work of that individual gives

him/her purpose of his/her life, challenge, personal satisfaction and source of income. Other than that for an employee, his/her work is a source of individuality, originality, challenge of life, status and a source to be involved in the processes of social networking. In an organization organizational hierarchy is just like a ladder that the employee has to climb. With the climbing of this ladder career success can be measured through the rate at which the employee climb the ladder upward plus external signs of accomplishment like salary and social status. Each organization should give its employees with choices to attain career success but now a day the spirit of career has changed and so did the meaning of career success. Now career success means different for different people. Internally, it shows that how a person thinks or judge development of his/her career when it comes to his inner values, ambitions and goals. Externally, It shows that how a person career success is observed by external environment in terms of status, hierarchy, income and power. Organizationally it shows that how the individual is affective in terms of organizational power and influence. In past it was measured by the advancement in organizational hierarchy ladder but these days it is done in number of ways. In a Society level it shows that how much that individual has value in labor markets. How much he/she is professionally developed.

With the change of time in order to face the market competition organizations are increasingly becoming dependent on the human resource because if the employee performs well then it will be much easier for the organization to compete. That is why organizations should always have appropriate ongoing employee development programs based on the fact that organizations are

becoming more and more dependent on organizational human resources they have (Schein, 1987). Other variable then social recognition are the one affecting the success of an individual personal satisfaction, perceived financial attainment and career achievement, social status and social reputation. When entrepreneurs where asked about above-mentioned variables they was high level of agreeability was found among entrepreneurs. Though when it comes to apparent financial accomplishment was concerned it was noticed in the study that entrepreneurs think of themselves to be financially stable but at the same time they were of the point of view that they wouldn't be financially stable future (Vallone, 2008). Job satisfaction is a form of approach of an employee towards the work conditions, features or aspects that he/she has to face (Wiener, 1982). Two researchers noticed in their study that it is a universal and important element of career development that attitude of an employee towards his/ her job is either in the form of liking or is in the form of disliking. Philosopher and practitioners accepts the supposition that nearly everyone hunts for satisfaction in his/her work.

Human has different needs if these need are not fulfilled it is difficult for an individual to give good performance. There is one need that is called authority motivational need. This is a need if not fulfilled the chance of employees performing better than before is quite slim. This need is a proof that individual who is actually the employee of organization is authority-orientated and has a desire to be powerful and influential. Employees want to be powerful and influential in a way that they leave a positive impact on others minds. Individuals have this need for a reason that is they always struggles to have status; respect and they support the change through affecting

others or by power (Armstrong and Murlis, 2004). Through different researches it is proved that such individuals who have this need of authority can lack people skills and flexibility in their personality (Grobler et al, 2006; Marnewick, 2011; Safferstone, 2007). Therefore it can be said that whatever type of motivational need it is but it is essential for an employee to be motivated so that they can be satisfied from their job and gives good performance, a Performance that can lead employee to his or her career growth.

In the field of the of the current study, researchers gave two factor theory and postulated that hygiene factor is important in order to keep employees away from feeling dissatisfied but employee can feel motivated incase if motivators can lead workers to feel satisfied (Herzberg, Mausner and Sydenham, 1959). For employees these motivating factors can be any career growth, accomplishment, work itself, assignment of responsibility, recognition, and achievement (Bartol and Martin, 1998). Hence for an organization it is important to motivate its employees so that they can be satisfied from their job and be loyal to the organization that will ultimately result into good performance of employee and organization, leading to the promotion of employee.

Considering various studies through literature review, the study focus may be deduced that to be successful it is essential to have status. Just like social recognition, social reputation is an important factor in the success of an entrepreneur. The variable social reputation shows that how well an entrepreneur is known among the people in industry and what type of reputation he/she enjoys. In the above mentioned research 100% entrepreneurs' thought that they have good reputation as a businessman in the industry. 53.1% of

entrepreneurs thought they are not well known in the industry in which they work. In the research it was found that 21.9% of the entrepreneurs considered that they are successful businessman. The reason why it can be said that research supported this fact because 90.6% of the entrepreneurs who took part in that study agreed that one of the factor of success of their business was that they were well known in their business area (Vallone, 2008). Social recognition is an important factor in the success of an individual. In few researches there was mixed response for social reputation (Lau et al., 2007) but in other researches respondents 100% agreed to the statement “I have a good reputation in the business field” (Vallone, 2008). By receiving such a strong response of agreement to this statement one can conclude shows that successes are based on ones social reputation.

On the other hand, financial issues, such as; a high pay can motivate an individual but up to a specific limit after that limit other motivational sources reasons such as recognition, status, responsibility can be required to keep employee faithful and passionate about organizational work allotted to them (Armstrong and Murlis, 2004; Cheminais et al., 1998; Cron je et al., 2001; Erasmus et al., 2005; Globe, 1970 and Maslow, 1943).

Now a days, good organizations, instead of financial reward prefer to give their employees non-financial rewards because financial rewards motivate employee up to a certain level but non-financial rewards motivate employee much longer then financial rewards (Armstrong and Murlis, 2004; Cheminais et al., 1998; Cronje et al., 2001; Erasmus et al., 2005). In contrast to the extrinsic remuneration intrinsic remuneration rewards are attributable to the needs of job it's self and have effects which lasts more than any

person can experience instantly and for longer duration (Armstrong and Murlis, 2004; Cheminais et al., 1998; Cronje et al., 2001). Intrinsic remuneration includes increased responsibility, authorization to make decisions, more involvement in organizational decisions making and chance for personal growth and progression. Researchers have found that financial rewards do not make it sure that employee will give continuous best performance for long term. According to the research everyone in this world has different wants, hopes, wishes, targets and goals (Armstrong and Murlis, 2004; Cronje et al., 2001). Some features of job itself for example the degree of recognition, pleasure of performance, increased responsibility, opportunities for career development and promotion prove to be a motivator for the employees of organization (Herzberg, 1966). Status refers to one's standing in a social hierarchy as determined by respect, deference and social influence. In past social scientists agreed that status is an intrinsically valued social resource. The same way another scientist called status recognition as ego-reward that is a highly valued thing related to the emotional side of a human that can be forgo by lower-powered partner in a trade to increase the higher-powered partner's emotional investment in order to maintain power balance.

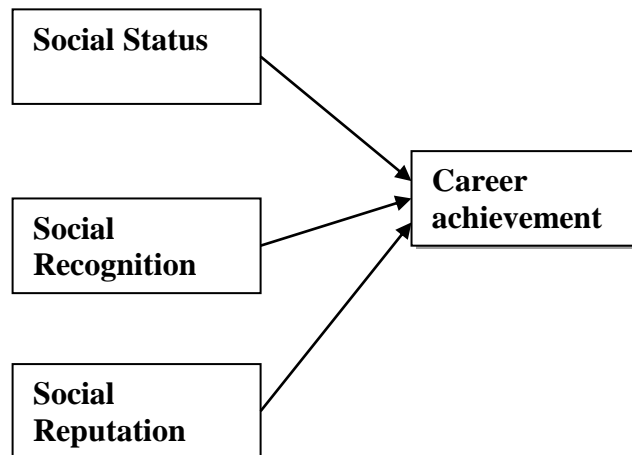
After discussing variables like motivation and job satisfaction it can be deduced that these are the factors that result into good performance of an employee. Which one way or another affect perceived career achievement of employee but motivation and job satisfaction of an employee is not possible until factors like status, recognition and social reputation works in a positive way for an employee. If these three factors negatively work for an employee

then the two factors of job satisfaction and motivation will also decrease and ultimately result in bad performance of individual then before.

Theoretical Framework

Career of an individual, needs appropriate employee development programs, which should be based on the recognition as organizations are becoming more dependent on the human resources (Schein, 1987). The success of the business is measured by different factors of social reputation, recognition, career achievement, demographic information, educational background etc. A research conducted about success of Chinese entrepreneurs (Lau, Shaffer & Au, 2007).

In order to measure success business achievement is measured through factors like social recognition and social status (Lau et al., 2004). Success can be measured by personal assessment and social recognition is one of them. Recognition from others or society is one way of many ways entrepreneurs determine the success of their business. From studies it is proved that recognition of entrepreneur and his business is of great values (Lau et al., 2007). Some researchers include recognition, status, admiration and respect into human needs, which every individual enjoys (Tinofirei & Gouws, 1995).



Based on the existing literature review, it has been brought to lime light career achievement is much needed and sought out among employees no a days. The study focused on the affects of variables like status, recognition and social reputation on perceived career achievement. Different hypothesis are drawn from then which are:

H1: Social reputation is significantly and positively related to career achievement.

H2: Social recognition is significantly and positively related to career achievement.

H3: Social status of an employee is significantly and positively related to career achievement.

Methodology

The sample of the study was the employees of the banks from Pakistan especially from the twin cities of Islamabad and Rawalpindi. All the employees of the banks are considered the respondents of the study regardless of their role and position. Approximately there were 1500-2000 employees, and the sample size was considered to be 250. Convenient sampling was used to in order to collect the data. The

data have been collected through questionnaire-based survey from the sample of population of 250 employees of banking sector. This research study is limited to the employees of Rawalpindi and Islamabad.

As the research has its basic objective to study the variables like social status, social recognition and social reputation affect on career achievement so the tool selected to study the effect was questionnaire which was retrieved from a published article “Entrepreneurial career success from a Chinese perspective: conceptualization, operationalization and validation”. The reason of selecting this article was that in this article same variables are been studied to study their affect on success of entrepreneurs. The respondents have rate their answer between scales of 1 to 5. The data has been collected through questionnaire-based survey from the sample of population of 250 employees’ of banking sector. The questionnaire was submitted directly to employees of banking sector. The data has been analyzed using Statistical Package for Social Sciences through regression and reliability.

Analysis and Results

In order to use the instrument for data collection and analysis, it was tested for its reliability. The reliability summary of the variables is elaborated in the below table.

Table 1: Reliability Statistics

Variables	Cronbach's Alpha	N of Items
Social Status	.721	3
Social Recognition	.699	2
Social Reputation	.658	3
Career Achievement	.741	4

In Reliability Statistics, all the items on the Social Status were tested for Reliability. Cronbach's Alpha was used to test the reliability of the items. It is evident that research is reliable, as the value of the Cronbach's alpha is .721 (since .721 is > 0.6). Reliability Summary of Social Recognition is shown in the table. Secondly, all the items on the Social Recognition were tested for Reliability. Cronbach's Alpha was used to test the reliability of the items. The value of the Cronbach's alpha is was found.699 (since .699 is > 0.6). Reliability Summary of Social Reputation is shown in the table. Thirdly, all the items on the Social Reputation were tested for Reliability. Cronbach's Alpha was used to test the Reliability of the items, and the value of the Cronbach's alpha is .658 (since .658 is > 0.6). Reliability Summary of Career Achievement is shown in the table. Fourthly, in Career Achievement Reliability Statistics, all the items on the Variables were tested for Reliability, resulting in having high Cronbach's Alpha Value. Cronbach's Alpha was used to test the Reliability of the items and the value of the Cronbach's alpha is .741 (since .741 is > 0.6). Regression Variables of Career Achievement is shown in the table.

Then, the model signifies the multiple models in a single regression command. This tells number of the model being reported. Variables Entered displays the variables into a regression in blocks, and allows stepwise regression. Hence, which variables were entered into the current regression? Variables Removed lists the variables that were removed from the current regression. Usually, this column will be empty unless doing stepwise regression. Method signifies the method that SPSS used to run the regression. "Enter" means that

each independent variable was entered in usual fashion. Regression Model Summary of Career Achievement is shown in the table.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734(a)	.692	.681	.24312

a Predictors: (Constant), Social Status Mean, Social Recognition Mean, Social Reputation Mean

In Table 2, R-value shows relationship of independent variable Social Status, Social Recognition, Social Reputation with dependent variable Career Achievement and relationship is 73.4 percent, which is highly significant relationship. As seen from the Table the R Square value that shows the proportion of the variance in the value of the independent variable Social Status, Social Recognition, Social Reputation by the dependent variable (Career Achievement), is .692, which shows that 69.2 percent of the variation in the dependent variable can be explained by variation in the independent variable. Regression ANOVA of Career Achievement is shown in the table.

Table 3: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	37.002	3	12.667	104.791	.000(a)
Residual	34.316	267	.123		
Total	71.317	270			

a Predictors: (Constant), Social Status Mean, Social Recognition Mean, Social Reputation Mean

b Dependent Variable: Career Achievement

Table 3 shows sig. value is less than .05 (.000<.05), so we conclude that there is a statistically significant relationship between

independent variable Social Status, Social Recognition, Social Reputation and the dependent variable (Career Achievement). Regression Coefficients of Career Achievement is shown in the table.

Table 4: Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
1 (Constant)	.167	.082		1.940	.045
S. Status Mean	.372	.052	.413	7.376	.000
S. Recognition Mean	.225	.057	.236	3.561	.000
S. Reputation Mean	.281	.055	.240	4.456	.000

a Dependent Variable: Career Achievement

There is positive relationship in all three of independent variable Social Status, Social Recognition, Social Reputation variable and dependent variable (Career Achievement). At Social Status the Beta= .372, Significant Std. Error= .000, At Social Recognition the Beta= .225, Significant Std. Error= .000, At Social Reputation the Beta= .281, Significant Std. Error= .000. Correlations Summary of Career Achievement is shown in the table.

Table 5: Correlations

		S. Status Mean	S. Recog. Mean	S. Rep. Mean	C. Achiev. Mean
S. Status Mean	Pearson Correlation	1	.675**	.584**	.635**
S. Recog. Mean	Pearson Correlation	.675**	1	.575**	.628**
S. Rep. Mean	Pearson Correlation	.584**	.575**	1	.573**
C. Achiev. Mean	Pearson Correlation	.695**	.628**	.573**	1

** Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis shows a strong positive relationship among all variables. The first variable Social Status has a positive effective on other variables Social Recognition, Social Reputation and Career Achievement with $.675^{**}$, $.584^{**}$ and $.695^{**}$ with a significance value at $.000$ less than 0.05 . It clearly shows that the relation between the Social Status with Social Recognition, Social Reputation and Career Achievement is positive, thus denying the Null Hypothesis and approving the original Hypothesis. The next variable Social Recognition is again positive effective with other variables of $.675^{**}$, $.575^{**}$ and $.628^{**}$. The significance value at $.000$ is less than 0.05 showing positive relation with other three variables and thus by rejecting the Null Hypothesis and accepting the Hypothesis. Next variable Social Reputation is again positive effective with other variables of $.584^{**}$, $.575^{**}$ and $.573^{**}$. The significance value at $.000$ is less than 0.05 showing positive relation with other three variables. Last variable Career Achievement also have positive effective on other three variables with significance at $.000$ lesser than 0.05 showing the positive relationship thus proving the matter that is acceptable for the alternate Hypothesis. All the variables are strongly related with each other.

Discussion

Research on The Impact of Social Reputation, Social Recognition and Social Status on Career Achievement is quite vast and filled with many opportunities for further research in many categories. The managers should practice the alternatives which include job sharing, which will make the employees job secure and will minimize the risk of downsizing. It will reduce the stress level of employees on the job. Employees should be given counseling classes

that will be beneficial in managing job related stress. Managers should enrich the jobs, which may be helpful for increasing job performance and make employees productive. Once the employees perceive the security on the job they will be more involved and committed with their jobs. Successful career of an employee and perceived career achievement is when ones superiors think that the employee has all the quality and skill not only needed for his/her position but for the position one-step higher to his. The company and their employees that he/she is worthy for that title should respect position that is achieved by the employee. The organization should use different set of tools and packages for the employees to stay loyal at one side so that the organization would not have to suffer the turnover situation because employees are always looking for career in the organization that is providing effective benefits. Hopefully, the employee will conduct further research to identify other factors that can contribute to Career Achievement.

Conclusion

This study explored the identification of factors that are affecting the career of employee in their social status, recognition and reputation. The Three Hypotheses are proved of having significant relationship with the Career Achievement with the help of reliability analysis thus denying the Null-Hypothesis for the study. From going through the results we got to know the impact of Social Status is higher as compare to the Social Recognition or Social Reputation which means employees are focused on more on the status part while progressing towards the Career Achievement. Current recession and financial crunch all over the globe has also played vital role in embedding the element of Job Value among employees. From all the

above discussion it is now revealed that Value of the Job exists among employees and it is negatively affecting their performance, efficiency and working if the employees are not being treated to their standards. Results have clearly shown that Status, Recognition and Reputation exist significantly among employees irrespective of their gender. Organizations covered for this study has laid off significant number of employees at their end, hence creating fear of loss of job among the rest. It is observed that employees of today are not happy with their jobs as their expectations and needs have changed with time. They don't want a job where they just have job with some fringe benefits. They want a career that shows their talent, Interests, personality matching their life style.

Recommendations

The Impact of Social Reputation, Social Recognition and Social Status on Career Achievement has been investigated in the different context, but the future research can be conducted in different culture and in different organizations to enhance the scope of the study. Managers should enrich the jobs, which will be helpful for increasing job performance and make employees productive. It is important that once the employees perceive the security on the job they will be more involved and committed with their jobs. Successful career of an employee and perceived career achievement is when ones superiors think that the employee has all the quality and skill not only needed for his/her position but for the position one-step higher to his. The company and their employees that he/she is worthy for that title should respect position that is achieved by the employee. Therefore it would be having a likely effect if the study is extended in

its scope through testing in some other organizations and by investigating it with relevant to different culture.

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