Organizational Commitment and Higher Education Institutions Functions: An Aspect of Modern Business Education in Pakistan

Khan Khalil Akhtar Khan¹, Mumtaz Uddin Ahmed², Shahzad Mumtaz Sodhar³

Abstract

The study analyzes the complex relationships between organizational commitment and educational sustainability in the context of Pakistan's higher education departments, keeping modern business aspects in view. Digital educational concepts and initiatives are bases to consider the administrative regulations, practices, strategies, and functions. The impact of this research depends on investigating phenomena, commitment influence, and modern business work in the Pakistan higher education context. This study collected data by using questionnaires from 300 higher education institutes. The study used SPSS software to conduct the descriptive analysis and SmartPLS software to draw the structural equation modeling statistics for the variables. Organizational commitment influences Higher Education Institutions' functions significantly and positively, and Effective Commitment, Normative Commitment, and Continuous Commitment positively impact the relationships between organizational commitment and higher education institutional functions.

Keywords: Organizational Commitment, Higher education institutions, Effective Commitment, Normative Commitment, and Continuous Commitment

1. Introduction

Business priorities, strategies, and techniques have emerged in this modern and technologically advanced era. So, this study has tried to investigate the impact of organizational commitment on modern business educational sustainability in higher education in Pakistan. The research embarks on a multifaceted exploration, beginning with examining administrative commitment. This study involves an in-depth analysis of decision-making processes, resource allocation mechanisms, and overall management practices within higher education institutions (Brown et al., 2019). Simultaneously, the study investigates faculty engagement strategies, considering the role of educators in curriculum development, innovative teaching methodologies, and their collaboration within the institution (Robinson & Ahmed, 2021). Furthermore, the research scrutinizes institutional governance structures, exploring the roles of governing bodies, decision-making procedures, and their contribution to or hindrance to educational sustainability (Ahmad & Patel, 2017). Employing a quantitative methods approach, including surveys of more than 300 participants for this research, aims to understand these dynamics comprehensively, ensuring a holistic perspective on the impact of organizational commitment on educational sustainability in higher education institutions in Pakistan. The backdrop for this study is the dynamic landscape of higher education in Pakistan, which is marked by a confluence of challenges and opportunities (UNESCO, 2020). Resource constraints, demographic shifts, and the demand for technological integration have created a complex milieu for the organizational commitment of educational institutions (World Bank, 2018). The need for a nuanced understanding of the organizational commitment governing these institutions is underscored by the pivotal role higher education plays in shaping the country's future (Tahir & Yaseen, 2019). This research unfolds against the backdrop of an educational sector navigating the delicate balance between organizational commitment and the imperative to adapt to contemporary demands, both domestically and within the global discourse for higher education institutions in Pakistan (Ahmed, 2021). The study delves into the intricate relationship between organizational commitment and higher education institutions' functions in this context. Beyond the immediate concerns of academic efficacy, the research recognizes the profound organizational commitment of higher education institution functionaries, emphasizing its role in fostering critical thinking, knowledge dissemination, and contributing to the broader socio-economic development of Pakistan (Khan, 2022). Organizational commitment allows education institutions to explore the multifaceted dimensions; the study seeks to offer insights that can inform strategic decision-making, enabling higher education institutions to navigate the complexities of the current landscape and contribute meaningfully to advancing Pakistani society (Government of Pakistan, 2017)., the introduction plays a pivotal role in framing the subsequent research narrative. It begins by delineating the broader landscape of higher education in Pakistan, emphasizing organizational commitment and its critical role in developing higher education institutions. The introduction then systematically narrows its focus to the specific concern- the organizational commitment governing higher education institutions. It outlines the contemporary challenges and opportunities the Pakistani higher education sector faces, setting the stage for a nuanced exploration of the interplay between organizational commitment and educational institutional development. Furthermore, the exploration of organizational commitment extends beyond the confines of academic circles, recognizing higher education institutions as societal crucibles for knowledge dissemination, critical thinking, and transformation. The outcomes of this study are poised to extend beyond academia, influencing broader societal and economic development in Pakistan. By deciphering the impact of organizational structures on educational sustainability, this research aspires to offer actionable insights that can shape strategic decision-making at institutional and policy levels, contributing to the broader socio-economic advancement of the country. The problem at the heart of this study lies in the intricate challenges facing higher education sustainability in Pakistan. Despite the critical role that higher education institutions play in shaping the intellectual and societal landscape of the nation, they grapple with multifaceted issues, including but not limited to resource constraints, shifting demographic patterns, and the urgent need to integrate evolving technologies into educational Commitment (World Bank, 2018; Tahir & Yaseen, 2019). The existing organizational structures governing these institutions may not be fully equipped to address these challenges effectively, potentially hindering their ability to deliver sustainable, high-quality education. Moreover, the global discourse on sustainable education emphasizes the need for educational institutions to adapt to evolving socio-economic and environmental considerations, adding a layer of complexity to

¹ Student of PhD, ILMA University, Karachi, Pakistan, khalil.s.akhtar@gmail.com

² Student of PhD, ILMA University, Karachi, Pakistan, <u>mumtazcn@gmail.com</u>

³ Student of PhD, ILMA University, Karachi, Pakistan, shahzad.mumtaz8299@gmail.com

the problem at hand (UNESCO, 2020; Khan, 2022). Therefore, understanding and rectifying the shortcomings in organizational commitment is imperative for ensuring higher education's long-term viability and effectiveness in Pakistan. This research seeks to uncover the specific organizational deficiencies contributing to the sustainability challenges in higher education and propose informed strategies for improvement.

2. Theoretical Backgrounds and Hypotheses Development

Institutional theory, as posited by DiMaggio and Powell (1983), illuminates how higher education institutions shape their organizational structures to conform to external norms and values, reflecting not only efficiency considerations but also the pursuit of legitimacy in response to societal expectations and accreditation standards (Meyer & Rowan, 1977). This lens allows researchers to analyze how institutional pressures influence the adoption of organizational commitment, thereby impacting educational initiatives' sustainability. Additionally, the Resource Dependency Theory, articulated by Pfeffer and Salancik (1978), provides insights into the external resource dependencies of higher education institutions. In educational management and sustainability theory, Educational Governance Theory, as outlined by Birnbaum (1988), delves into the structures and processes of governance within educational institutions. Effective governance is critical for institutional adaptability to changing needs while maintaining its core mission, making it an essential consideration for achieving educational sustainability (Rhodes, 1996). Drawing from Barth and Rieckmann (2012), sustainability in Higher Education Commitment explores how institutions contribute to sustainable development across economic, social, and environmental dimensions. These commitments guide analyzing how organizational structures impact institutional practices, ranging from curriculum development to community engagement and environmental stewardship (Sterling, 2004). Collectively, these theoretical commitments offer a robust foundation for understanding the intricate relationships between organizational structures and the sustainability of higher education initiatives.

Theoratical Framework Affective Higher Organizational Educational Institutions Normative

Figure 1: Research Model

2.1. Relationship Organizational Commitment and Educational Sustainability

The concept of organizational commitment refers to the structural design, systems, policies, and practices that shape and guide the functioning of an institution or entity. An organizational commitment is an organization's foundational structure and system, outlining its key components, relationships, and processes (Robbins & Coulter, 2019). The organizational framework includes: a) Structural design involves the formal arrangement of roles, responsibilities, and reporting relationships within the organization (Daft, 2016). It includes departmentalization, hierarchical levels, and the overall organizational hierarchy. b) Policies and procedures guide decision-making, behavior, and the execution of tasks (Robbins & Judge, 2019). c) Culture and values are influenced by the shared beliefs, values, and norms that make up its culture (Schein, 2010). d) Communication channels are used for information flows within the organization, ensuring timely and accurate transmission of messages (Robbins & Judge, 2019). Other aspects are Leadership and Governance, Resource Allocation, Adaptability and Innovation, Performance Measurement and Evaluation, Stakeholder Relationships, and Ethical Standards. Educational sustainability in Pakistani higher education represents a multifaceted challenge and opportunity, encapsulating the capacity of institutions to provide quality education while addressing economic, social, and environmental considerations. Financial sustainability is a central concern, with universities facing budgetary constraints that impact resource allocation and infrastructure development (Bano et al., 2018). The ability to diversify funding sources, including philanthropy and industry partnerships, is crucial for ensuring the long-term financial viability of higher education institutions (Bano et al., 2018). Furthermore, the Higher Education Commission's (HEC) initiatives for faculty development contribute to academic sustainability by enhancing the capabilities of educators, fostering research, and aligning teaching practices with evolving pedagogical approaches (HEC, 2021). Quality assurance and accreditation mechanisms are pivotal in educational sustainability, ensuring academic programs meet established standards and contribute to positive student outcomes (Ali et al., 2019). The HEC's efforts to enhance quality assurance contribute to the long-term impact of higher education by establishing benchmarks for academic excellence and continuous improvement (HEC, 2021). Additionally, sustainability extends beyond academic dimensions to include environmental and social considerations. Integrating sustainability principles into the curriculum and campus operations fosters a holistic approach to educational sustainability, preparing students to be responsible global citizens (Leal Filho et al., 2018). Pursuing educational sustainability in Pakistani higher education is intertwined with achieving global competitiveness. International and strategic partnerships offer opportunities for knowledge exchange, research collaboration, and exposure to diverse perspectives (Agha, 2019).

H1: Organizational Commitment influences the function of Higher Education Institutions.

2.2. Mediating Role of Effective, Normative, and Continuous Commitment

In contemporary Pakistan, the organizational structures of higher education institutions are intricately designed to navigate the complexities of academic governance, financial management, and the imperative for academic excellence. Governance structures often reflect a centralized model, with Vice-Chancellors as key institutional decision-makers (Khan, 2017). This centralized approach is crucial for a practical commitment to streamlining administrative processes and ensuring uniformity in academic

policies. The financial interplay requires institutions to adopt resource allocation models for continuous commitment that balance the diverse needs of academic departments, research centers, and administrative units, emphasizing the importance of strategic financial planning for long-term sustainability (Bano et al., 2018). Academic departments and faculties are at the core of organizational structures, where departmental structures vary based on the academic discipline and the faculties encompassing related departments (Shah, 2017). Faculty dynamics are shaped by tenure and promotion systems, influencing the roles and responsibilities of academic staff within these structures (Masood & Mahmood, 2015). Normative commitment ascertains the quality assurance mechanisms, overseen by the HEC and internal quality assurance cells within universities, further define organizational structures by setting benchmarks for academic standards and faculty qualifications, emphasizing the continuous pursuit of excellence in higher education (Ali et al., 2019; HEC, 2021). Student services units provide essential support, including counseling and career guidance, contributing to a positive student experience (Agha, 2019).

H2a: Effective Commitment mediates the relationships between organizational commitment and the function of Higher Education Institutions.

H2b: Normative Commitment mediates the relationships between organizational commitment and the function of Higher Education Institutions.

H2c: Continuous Commitment mediates the relationships between organizational commitment and the function of Higher Education Institutions.

3. Methodology

In conducting a comprehensive study on the impact of organizational commitment on educational sustainability in higher education in Pakistan, a cheerful research design has been adopted. This approach integrates quantitative methodology to gather a holistic understanding of the intricate dynamics at play.

3.1. Research Design

The research design for investigating the impact of organizational commitment on educational sustainability in higher education in Pakistan is strategically crafted using a positive methods approach. This design encompasses quantitative research methods, acknowledging the need for a comprehensive and nuanced understanding of the complex relationships under investigation.

3.2. Population and Sample

3.2.1. Population

The population for this research study encompasses higher education institutions in Pakistan. The study includes universities, colleges, and other tertiary education establishments.

3.2.2. Sample

A stratified random sampling technique was employed to ensure a representative and diverse selection. The population selected was stratified based on essential characteristics such as region and type of institution (public or private), and the sample size was more than 300. Each stratum selected a random sample of institutions to participate in the study. This approach helps avoid bias and ensures that the sample reflects the heterogeneity of the entire Population (Creswell & Creswell, 2017).

3.3. Data Collection Tool

The quantitative method of the study involves the development of a structured survey questionnaire. This instrument, carefully crafted based on relevant literature and organizational theory, utilizes Likert-scale items to quantitatively measure critical variables such as organizational structures, financial allocations, and academic performance (Creswell & Creswell, 2017). The survey questionnaire undergoes rigorous validation to ensure reliability and validity (Bryman, 2016).

3.4. Data Analysis Techniques

The research study employs a rigorous approach to data analysis, integrating quantitative techniques to derive nuanced insights into the impact of organizational commitment on educational sustainability in Pakistani higher education. Quantitative data analysis uses descriptive statistics, such as means and standard deviations, to provide a comprehensive overview of critical variables measured through the survey questionnaire (Creswell & Creswell, 2017). Regression analysis will be instrumental in assessing the relationships between organizational structures, financial allocations, and academic performance, offering a quantitative understanding of the influence of organizational dimensions on educational sustainability. Correlation analysis will complement this by unveiling the strength and direction of relationships between variables, contributing to a more holistic quantitative interpretation (Field, 2013).

4. Results and Discussion

The study used SmartPLS techniques to analyze the data. Structural Equation Modeling (SEM) and Confirmatory Factor Analysis (CFA) were used to find accurate results. The SPSS technique has been used for descriptive statistics, correlation, normality, multicollinearity, multivariate outliers, and missing data outcomes.

Table 1: Alpha Reliability Analyses

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Variables	No of Items	Alpha Co-efficient					
Organizational Commitment	5	0.72					
Higher Education Institutions	5	0.73					
Effective Commitment	4	0.93					
Normative Commitment	4	0.81					
Continuous Commitment	4	0.72					

4.1. Reliability Test

Reliability analysis has been depicted in Table 1. This analysis defines the inter-item consistency and scales reliability. The coefficient values of Cronbatch's Alpha show that data is reliable and consistent.

4.2. Correlation analysis

Values in Table 2 show that a correlation exists between variables. The correlation matrix shows that organizational commitment significantly correlates with higher education institutions. Likewise, other variables, such as practical, normative, and continuous commitment, are also significantly and positively correlated.

Table 2: Correlation Matrix

Variables	Organizational Commitment	Higher Education Institutions	Effective Commitment	Normative Commitment	Continuous Commitment				
Organizational	1								
Commitment	1								
Higher Education Institutions	0.805	1							
	0.514	0.500							
Effective Commitment	0.611	0.799	1						
Normative Commitment	0.825	0.875	0.837	1					
Continuous Commitment	0.832	0.925	0.744	0.917	1				

4.3. Common Bias Method

For this research, the data was collected from higher education institutes and showed no signs of multicollinearity. The value of VIF should be below 5 (Hair et al. 2006). The score of the VIF for this study is 1.06 to 1.68, which means no multicollinearity exists in the data. Hence, common bias is not significant.

4.4. Strutural Model Assesment

In this study, the structural model equation was used to assess the role of organizational commitment in knowing the efficiency of higher education institutions in Pakistan. SmartPLS has been used to assess the influence of the independent and dependent variables, mediation effects, and significance level. Table 3 depicts the results of the structural model equation.

Table 3: Variables Path Analysis

Sign	Variables	β	Standard Deviation	T Statistics	P Values	Decision
OC → IEI		0.43	0.102	2.071	0.001	Supported
Moderating Effect O	C -EC - HEI	0.41	0.105	2.320	0.002	Supported
Moderating Effect O	C - NC - HEI	0.374	0.168	2.231	0.026	Supported
Moderating Effect O	C -CC- HEI	0.363	0.166	2.130	0.030	Supported

OC= Organizational Commitment, HEI= Higher Education Institutions, EC= Effective Commitment, NC=Normative Commitment, CC=Continuous Commitment

4.5. Discussion

The model of the study is based on three theories: institutional theory, resource dependency theory, and educational governance theory. Our results (β =0.43. Standard Deviation=0.102, T Statistics=2.071, and P Values=0.001) are supporting to all these theories as organizational commitment influences higher education institutional efficiency effectively and positively as by Jones and Khan (2018) that organizational commitment always plays a role in the efficiency of the institutions of education. Moreover, the results of mediators i.e., Effective Commitment (β =0.43. Standard Deviation=0.105, T Statistics=2.320, and P Values=0.002), Normative Commitment (β =0.374. Standard Deviation=0.168, T Statistics=2.231, and P Values=0.026), and Continuous Commitment (β =0.363. Standard Deviation=0.166, T Statistics=2.130, and P Values=0.030) significantly and positively influence the relationships of the organizational commitment and higher educational institutions in Pakistan as Robinson and Ahmed (2021) have described that practical, normative, and continuous commitment certainly enhance the relations between organizational commitment and educational institutions.

5. Conclusion and Implications of the Study

Discussing the implications of findings for higher education in Pakistan is crucial for translating academic research into actionable insights. Consider the impact on policymaking, institutional practices, and educator strategies. Reference specific findings elements, such as how administrative commitment might influence resource allocation, and discuss how these implications align with or challenge current practices. These recommendations should be tailored to address organizational commitment's identified strengths and weaknesses. For instance, if administrative structures are bottlenecks, recommendations should be made to potential reforms or best practices from international models to enhance efficiency. Offer practical and actionable suggestions that stakeholders, including policymakers, administrators, and educators, can consider for the sustainable development of higher education in Pakistan. The study's recommendations may guide policies that address resource allocation, faculty engagement, and governance structures, thereby contributing to overall educational effectiveness.

6. Limitations and Suggestions for Future Research

Several factors constrain the interpretation of the study's findings. The research was conducted within a specific time frame, and the dynamic nature of higher education and organizational structures may affect the generalizability of the results over time. Additionally, the study's scope may have yet to comprehensively cover every aspect of organizational commitment, requiring a focus on critical elements relevant to the research questions. Data availability and accessibility may have limited the depth and breadth of the analysis. Finally, the perspectives gathered in the study are inherently subjective, relying on the perceptions and experiences of participants, which may introduce a degree of bias. Despite these limitations, the study aims to provide valuable insights into the complex relationship between organizational commitment and educational sustainability in the specific context of Pakistani higher education. Future research endeavors could delve deeper into specific elements identified in this study, exploring the nuances of faculty engagement strategies, administrative structures, and governance dynamics. Comparative studies across different regions within Pakistan could offer valuable insights into the contextual variations influencing educational sustainability.

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