

Impact of Goal Setting on Organizational Commitment of Employee

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This research aims to measure the impact of SMART goal setting on employees' commitment in the organization. Quasi-experimental research following purposive sampling technique was used to select the sample. Data was taken from managers of a family-run business (N=18 using case study approach) using Organization Commitment Scale by Meyer and Allen (1997). The intervention involved coaching managers as to how to set goals and objectives. All participants were given a questionnaire to complete twice: one week before and one week after the intervention. Paired sample t test clearly indicates that SMART goal setting has significant positive impact on employees' organizational commitment. ($p < .01$). Research implications include contribution of new and improved ways to achieve maximum level of organization commitment from employees as well as new insights for the field of performance management.

Key words: organizational commitment, goal setting, intervention, management

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