

ABSTRACT

The public sector continues to be the biggest employee in many developing countries. Public enterprises significantly contribute in the socio-economic development of any society. Effective and efficient public sector companies will not only speed up environment creation that is conducive for industrialization but also help generate revenue for the economy's exchequer to fund the developmental activities for other civic amenities and infrastructures in the building of a nation.

This research examined the relationship between individual attributes, organizational support and job performance of employees in the Customer Service Department of Bhutan Power Corporation. Differences in demographic factors, such as age, gender, and education levels on job performance were also studied. Self-administered questionnaires were used to survey 475 respondents using a non-probability convenience sampling method.

The findings showed that there were no significant differences between both age and gender groups and job performance. However, significant differences were found between educational groups. With no exception, all factors related to individual needs, organization support and job performance were rated in the disagree level. Attributes of individual employees and organizational support were found to have 'moderate positive relationship' with job performance. Lastly, a "strong positive" relationship was found between individual attributes, organizational support, and job performance.

Recommendation based on the findings could prove useful for the management of BPC in particular.