

This research thesis investigates the impact of organizational learning on firm's financial performance and also figure out the moderating effect of leadership on their relationship. The primary purpose of the study is to perform an exploratory research. Survey is conducted among the six telecommunication companies working in the Faisalabad. Data of 251 respondents from these six selected companies were collected for analysis. The data is primary in nature.

The study is quantitative in nature. A structured close ended questionnaire is used and results are analyzed through regression with the help of SPSS. The financial performance used in this thesis is based on the perceptions of the employees under study. The results of the study show organizational learning has a positive impact on firm's perceived financial performance while organizational learning has more effect on financial performance in presence of leadership, where leadership acts as moderator. It is suggested that these companies must deploy their efforts in enhancing on organizational learning capabilities to get the better financial results. In study, quantitative research design is used. Instrument is integrated 65 items. Instrument contains three parts, (1) Organizational Learning (Devmoski 1994), (2) financial Performance (Li & Lu, 2007) and (3) Leadership (Zagorsek et al. 2009). Correlation Analysis of each items of major variable confirms the moderate relationships between them. Data is collected from population of 600 employees of telecommunication companies in Faisalabad, Pakistan. 251 valid responses are entered in statistical program tool (SPSS 20) to perform data analysis. Results and discussion of the study discuss that research fulfill the objectives of the study. Companies can use these findings in future to analyze themselves from wider perspectives.

This research can help R&D departments to work on these areas for better performance of companies. Due to some limitations of study, this research suggests some future recommendations. Due to limited time and other resources, research was limited to small population and sample size. In future, research can be conducted for large population. In future, other companies can use this research for their better performance.