



**THE IMPORTANCE OF WORK FLEXIBILITY TOWARDS STAFF AND  
ORGANIZATION: A CASE STUDY AT TELEKOM MALAYSIA BERHAD (TM),  
CONSUMER SALES JOHOR**

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## **Abstract**

This research is entitled "The Importance of Work Flexibility towards Staff and Organization: A Case Study at Telekom Malaysia Berhad (TM) Consumer Sales Johor. This research is aimed to determine the type(s) of work flexibility and core job design characteristics applied at Telekom Malaysia Berhad Consumer Sales Johor department, to identify the importance of work flexibility to the department, and to determine the effects of work flexibility towards staffs. In recent years, there had been dramatic changes in the context in which work was performed. The process of globalization advances in technology, increased competition, work intensification, diversification of the workforce, increased number of women in the workforce, and the blurring of boundaries between work and family were some of the changes that have impacted the work environment. Telekom Malaysia Berhad (TM) especially in the sales department tends to have a high level of work flexibility. The research is conducted at Telekom Malaysia Berhad, Wisma TM Pelangi, Johor Bahru in Consumer Sales Johor (CS) department. The primary data that the researcher obtained via interview and observation while the secondary data obtained via research journal, articles, organization data, and also from websites. The researcher finds that work flexibility and job design characteristics are important to the department. Other than that, the researcher also identified the types of work flexibility and job design characteristics that applied in the department. Lastly the researcher identified the effects of work flexibility and job design characteristics towards staff, both positive and negative. As a conclusion, work flexibility and job design characteristics are important to the staffs and department.