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Analysis of employee motivation in the service and manufacturing organisations: the case of a developing economy

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Abstract

The purpose of the study is to identify the factors that motivate employees in the service and manufacturing firms in Bangladesh. In this study, 321 employees were surveyed and out of these, 256 were from the service while 65 were from the manufacturing organisations. The findings of the study indicate that job security and promotion are most influential motivating factors for the service organisations while working condition and job security are the two most important motivating factors for the manufacturing employees. In addition, the research findings also reveal that there are some significant differences between the service and the manufacturing employees' motivating factors. Thus, it is crucial that all managers should have sufficient knowledge about their respective employees' motivating factors in order to improve and sustain their eminent organisational performances. By and large, the findings of this study can be adopted as guidelines when formulating motivational strategies for business firms in a fast-developing country like Bangladesh. Copyright © 2023 Inderscience Enterprises Ltd.

Author Keywords

Bangladesh; business firms; manufacturing; motivating factors; service

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