



The Factors Affecting Work Motivation of Employees in the Organizations: Research Case Study of the Enterprises in the Industrial Parks in Vietnam

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Abstract

Nowadays, the economy has been developing, therefore the enterprises are facing several economic challengers. High quality employees who are loyal to the enterprises would create great advantages in the competition of the enterprises in the industrial parks. Finding out the factors affecting the work motivation of employees in the industrial parks would help the enterprises working out solutions about stimulating work motivation. This study was used the results of a survey of 225 employees working in the industrial parks in Vietnam in combination with EFA method and regression of OLS to find out the factors affecting work motivation of employees. It is shown that there are five factors that were found positively impacting on work motivate, and in which the nature of work is the strongest influence while material is the weakest factor affecting work motivation.

Keyword: Work motivation, Employees, Enterprises, The industrial parks, Vietnam