

Nghiên cứu ảnh hưởng của văn hóa doanh nghiệp đến động lực làm việc của người lao động trong các doanh nghiệp tại Thành phố Hồ Chí Minh

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Tóm tắt: Nghiên cứu này phân tích ảnh hưởng của văn hóa doanh nghiệp (VHDN) đến động lực làm việc của người lao động trong các doanh nghiệp tại Thành phố Hồ Chí Minh với niềm tin vào doanh nghiệp là biến trung gian và cường độ cạnh tranh làm biến điều tiết trong mô hình nghiên cứu. Theo hướng tiếp cận định lượng, nghiên cứu thực hiện khảo sát 998 người lao động trong các doanh nghiệp. Mô hình cấu trúc tuyến tính (SEM) được sử dụng để kiểm định các giả thuyết trong mô hình lý thuyết. Kết quả phân tích cho thấy, các giá trị chia sẻ bao gồm: sự hỗ trợ, định hướng hiệu suất, sự ổn định, yếu tố lợi ích, trách nhiệm xã hội (TNXH) có ảnh hưởng cùng chiều và có ý nghĩa đến động lực làm việc bên trong và bên ngoài. Niềm tin vào doanh nghiệp có ảnh hưởng và ý nghĩa đến vai trò trung gian mối quan hệ từ sự hỗ trợ, sự ổn định, yếu tố lợi ích đến động lực làm việc. Cường độ cạnh tranh mạnh và yếu có tác động khác biệt đến các mối quan hệ trong mô hình. Một số hàm ý cho nhà quản trị đã được đề xuất từ kết quả nghiên cứu.

Từ khóa: Cường độ cạnh tranh, động lực làm việc, niềm tin vào doanh nghiệp, Thành phố Hồ Chí Minh, văn hóa doanh nghiệp.

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