

THE ASSOCIATION BETWEEN EMPLOYEE INSECURITY AND THE AGREED MOTIVATIONAL FACTOR

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***Abstract:** Starting from a careful examination of the current results in the specialised literature, through this paper we intend to provide a series of suggestions and managerial implications based on the results of our empirical studies, recommendations for enhancing the catalysts involved in the motivation process, so that the manager to be able to favor and maintain an optimal level of motivation of his employees. Taking into account one of the main features of individuals motivation, namely that preferred motivational factors vary in accord with time variable, our paper focuses on studying the hypothesis that external factors, such as job insecurity, influence or determine individuals preferences for a namely motivational factor.*

Keywords: *Motivation, Employees insecurity, Motivational factors*

JEL Classification: M12, O15, J01

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DOI: 10.29302/oeconomica.2022.24.1.5

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