

The Organizational Behavior that Affect to the Work Motivation in the Dusit Workplace

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Abstract : The purpose of this research will study the organizational behavior including self-efficacy, hope, optimism, and resiliency that affect to the work motivation in the Dusit workplace and the sample consisted of the production workers in a private company in Dusit area for four hundred workers with approximately 10,000 employees and in this study will provide the multiple regression analysis was used to analyze the questionnaire survey data. The results of the analysis indicate the latent core confidence factor derived from the four components of self-efficacy, hope, optimism, and resiliency provided a significant positive impact on performance. The impact of the integrated latent core confidence factor was, in fact, more effective than derived from any one individual component, as well as any core trait-like self-evaluations such as self-esteem, general efficacy, internal locus of control, and emotional stability.

Keywords : firm performance effectiveness, organizational behavior, work motivation, Dusit workplace

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