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RELATIONSHIP BETWEEN COMMUNICATION, RECOGNITION AND REWARD, TRAINING AND DEVELOPMENT AND JOB MOTIVATION AMONG FOREIGN LECTURERS IN UUM, KEDAH

By

ABDELHAK BOUKERIKA

Thesis Submitted to
School of Business Management,
Universiti Utara Malaysia,
in Partial Fulfillment of the Requirement for the Master of Sciences (Management)
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ABSTRACT

The purpose of the study is to examine the influence of communication, recognition and rewards, training and development on job motivation among foreign lecturers in University Utara Malaysia (UUM). Based on the existing literature review conducted, a conceptual framework was developed to test the relationship between these variables. The ERG theory was used to explain the relationship among the constructs considered in this conceptual model. A survey method was used in this study and a total of 95 foreign lecturers at UUM in Kedah were drawn through Total Population Sampling (TPS) method. Each individual foreign lecturer at UUM has been taken as the unit of analysis. 95 questionnaires were distributed and 62 responses were received. A combination of descriptive and inferential statistics was used to analyze the data collected using the Statistical Package for Social Science (SPSS) software. The findings of this study revealed that recognition and reward have a significant relationship with job motivation. However, communication was found to be insignificantly related to job motivation. In the same vein, training and development was found to be not significant in terms of its relationship with job motivation. Finally, recapitulation of the study, discussion, implications for managerial and policy, as well as recommendations and suggestion for future research were also highlighted in the study.

Keywords: job motivation, communication, recognition and rewards, training and development
ABSTRAK


Keywords: job motivasi, komunikasi, pengiktirafan dan ganjaran, latihan dan pembangunan
ACKNOWLEDGEMENTS

Alhamdulillah with the will of Allah, I have successfully completed this research. Without the strength applied to me, I would not be able to finish this subject field on time devoted. This thesis is prepared to fulfill the partial requirements for the Master Science, Management, from School of Business Management, College of Business, Universiti Utara Malaysia.

First and foremost, I would like to express my gratitude and special thanks to Dr. Fais bin Ahmad, my respectable supervisor for this research, his guidance, monitoring, drive as well as advice given throughout the preparation. And also, foremost gratitude goes to my second supervisor, Dr. Munadil K. Faaeq. It would be impossible without the help and guidance from the supervisors through their comments and suggestions to complete it. I would like to express my most gratefulness and appreciation towards my supervisors, for their contribution, support and effort in helping me to organize this thesis.

I would like to offer my thanks and gratitude to the staff of Registrar Department in UUM for the cooperation that they gave to me in getting the data. Furthermore, thanks to all academic staffs in all schools and departments that involved in this survey because of their support and dedication in providing valuable information in answering my doubts.

I too would wish to convey my admiration and extra thanks to my parents, Hocine Boukerika and Hadhria Bougueribia and my family members because of their continuous support and encouragement to set out and complete this study.

My thanks go to my entire friends and others for their cooperation, advice and full of sustenance during the work. Lastly, I also treasure those who have directly or indirectly contributed in making this thesis possible.

Thank you.
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<tr>
<td>JM</td>
<td>Job Motivation</td>
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<tr>
<td>CM</td>
<td>Communication</td>
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<td>RR</td>
<td>Recognition and Reward</td>
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<td>TD</td>
<td>Training and Development</td>
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<td>UUM</td>
<td>University Utara Malaysia</td>
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<td>HE</td>
<td>High Education</td>
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<td>FL</td>
<td>Foreign Lecturers</td>
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<td>RO</td>
<td>Research Questions</td>
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<td>RQ</td>
<td>Research Objectives</td>
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<tr>
<td>IV</td>
<td>Independent Variable</td>
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<td>DV</td>
<td>Dependent Variable</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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<td>MMU</td>
<td>Multimedia University</td>
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<tr>
<td>ETP</td>
<td>Economic Transformation Program</td>
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<td>QS</td>
<td>Quacquarelli Symonds</td>
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<td>WUR</td>
<td>World University Rankings</td>
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<tr>
<td>THES</td>
<td>Times Higher Education Supplement</td>
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<tr>
<td>MHES</td>
<td>Malaysian Higher Education system</td>
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<tr>
<td>HRM</td>
<td>Human Resource Management</td>
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<tr>
<td>ASTD</td>
<td>Association for Training and Development</td>
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<tr>
<td>ERG</td>
<td>Existence, Relatedness and Growth theory</td>
</tr>
<tr>
<td>OYAGSB</td>
<td>Othman Yeop Abdullah Graduate School Of Business</td>
</tr>
<tr>
<td>PB</td>
<td>Language Centre -Pusat Bahasa-</td>
</tr>
<tr>
<td>CAS</td>
<td>College of Arts and Sciences</td>
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<tr>
<td>COB</td>
<td>College of Business</td>
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<tr>
<td>COLGIS</td>
<td>College of Law, Government and International Studies</td>
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<tr>
<td>TPS</td>
<td>Total Population Sampling</td>
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<td>RW</td>
<td>Reverse-Worded</td>
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<td>SD</td>
<td>Standard Deviation</td>
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<td>M</td>
<td>Mean</td>
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CHAPTER ONE
INTRODUCTION

1.1 Introduction

This chapter discusses the background of the research which explains the environment of the Malaysian Higher Education system (MHES) and the importance of job motivation among foreign lecturers in University Utara Malaysia (UUM) in Kedah. In addition, this chapter highlights the problem statement of the research, research questions, and as well, the purposes of the research. The focal point of this study is about job motivation among foreign lecturers in UUM.

The concept of hedonism dominates human motivation in the earliest views: the idea that people look for consolation and pleasure and attempt to avoid pain and discomfort (James, 1890). This author claimed that unconscious motivation and instinctive behavior are also indispensable in human conduct. Historical views on motivation, even though not for all time accurate, are of benefit in many scales. First and foremost, they present a basis for groundbreaking and new thinking about the motivation. Secondly, for the reason that they mostly centered on general logic and intuition, an evaluation of their strengths and weaknesses may help supervisors to get useful perceptions into workers’ motivation at workplace (Moorhead & Griffin, 1995). Taylor (1947) took in leading the broader weight and methodology of the science to suggest a pattern of what the director has to serve. The distinction of work between the employee and the supervisor was found as far as taking apart of the task of planning from the execution task (Taylor, 1947). It tries to relay prize to the
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REFERENCES


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