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Assessment of Employees' Work Motivation at China's Wood Products Firms

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Abstract: While China recently grew to be one of the biggest manufacturing countries in the world, process innovation by adoption of new technologies is undergoing tremendous growth and prosperity spreading to many sectors, also to the wood products industry. The implementation of new technologies in manufacturing is making necessary changes in human resource management and organizational aspects, which are extremely important for the sustainable development of China's wood products industry. Work motivation is a key topic in work psychology and also plays a central role in the field of management. It has been acknowledged that organizations have to make a great effort to motivate their employees to accept organizational goals aiming at their effective work, particularly under conditions of innovation. In our study, a research instrument was developed based on the Job Diagnostic Survey (JDS) and was used to assess work motivation of employees at four China's furniture firms. Analysing changes in the job dimensions and potential work motivation of the participants in different phases of the AMT implementation, the study aims at exploring the potential of the employees for promoting successful process innovation in China's wood products industry.

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