

Abstract

This thesis aims at evaluating the affiliation between the satisfaction of employees and their attitude towards innovation within Thailand and Austria. Throughout my research, I analyze the major differences of employee behavior with context to innovation between Thailand and Austria. Furthermore, I assess how employees are likely to engage in an innovational way based on their satisfaction regarding the culture of the organization they are working for. I was interested in determining the difference of the propensity concerning innovation between those in Austrian and Thai companies. I created a strong overview regarding the research study, especially companies where data connected to the topic of the research was collected. In the methodology part significant strategies were used for completing the study. The research study encompassed a sample size of 117 participants. It was identified that Austrians were a lot more satisfied compared to Thai employees, which increases their probability to engage in a way that fosters innovation.

The findings of the research study indicate that even though Thai employees are likely to have more free time during workdays to pursue their innovational strengths, their freedom is nowhere near that of the Austrians. Therefore, this validates the existence of the findings that Austrian employees are more likely to engage in innovation as opposed to Thai employees. However, another test discovered that the results of the employees in these two countries are not statistically significant. Therefore, the trend indicates that the employees from both of the countries have the same response regarding employee satisfaction and their resulting attitude towards innovation. The use of Jackson's theory validates that it all trickles down to analytical nature of the employees, as they are likely to become more tolerant to organizations that value their readiness to innovate. However, the overall aim of this thesis is to gain insight whether employees in Thailand and Austria have major differences when engaging in innovation based on their job satisfaction

Key Words: Employee Satisfaction, Job Satisfaction, Employees and Innovation, Organizational Culture, Hofstede Analysis.