

Examination of Workplace Recognition at the Hungarian University of Agriculture and Life Sciences

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A well-trained and adequately motivated workforce is one of the most crucial factors for organizational competitiveness. However, maintaining employee motivation at an appropriate level poses a significant challenge for management. In addition to financial incentives, non-monetary motivators are gaining increasing importance in today's workplace. Without a deeper understanding of employees' personal attitudes, it is challenging to develop the right incentive package and optimal leadership style. Since workplace recognition is considered one of the most important motivators among non-financial incentives, this thesis focuses on examining the practical aspects of non-monetary incentives among employees at the Hungarian University of Agriculture and Life Sciences (MATE).

In connection with this topic, the thesis aims to assess job satisfaction among university employees and seeks answers to the question of how they perceive the importance of employer recognition and how they evaluate its current implementation. The research also attempts to uncover relationships between appropriate employer recognition and employee motivation and productivity. Based on the research findings, strategies can be developed to improve employee satisfaction, reduce staff turnover, and strengthen employees' commitment to MATE.

The research involved the combined use of two primary research methods: qualitative focus group interviews and a quantitative survey. Several hypotheses were confirmed through this dual approach. My findings demonstrate that employees over the age of 40 prefer verbal praise, and recognition from colleagues is just as important to university employees as recognition from their leaders. Additionally, a GAP analysis based on primary research data supported the hypothesis that the absence of non-financial recognition leads to a sense of lack among employees.

The primary research findings provide valuable insights for MATE's leadership to better understand employees' expectations regarding employer recognition. The novel research results can help strengthen the university's feedback culture, thereby enhancing employee satisfaction and increasing motivation in the workplace.