



# Motivation in an international context

*Silke Frey*

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Introduction

Differences in external factors like culture, economy, history, political and management systems may lead to differences in employee job attribute preferences across countries. A motivation concept designed for one cultural context may be inappropriate when transferred to another. Assuming, that this is true, managers and designers of motivation systems must understand the preferences of local employees. Therefore, in an international context it is required to examine the differences in motivation from country to country.

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