

**Czech university of Life Sciences Prague
Faculty of Economics and Management
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Diploma Thesis

Motivation System of Employees in ABI

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Motivation System of Employees in ABI

Summary

This diploma thesis is focused on different motivation techniques of employees at Anheuser-Busch Inbev Prague. Main objective of this thesis is to determine motivators that play main role in employee's preservation at ABI Prague.

Given diploma consist two parts, theoretical and practical. Theoretical overview explains the concept and factors of motivation, explains why is it significant to establish effective communication with employees and successful management process. This overview will include different clarifications of motivational theories from various authors. In the second part there are results from statistical analysis, in particular Cross tables and Chi-square test that represents relation between different social factors and motivation methods provided by ABI Prague to their employees. All the tests was created with help of statistical software IBM SPSS. The results of analysis helps to determine what social factors influence employees motivation.

Key words

Company, motivation, social factors, job satisfaction, human resource management, organization, employee

System motivace zaměstnanců v společnosti ABI

Souhrn

Tato diplomová práce se zabývá otázkou motivace ve firmě Anheuser-Busch InBev. Práce se zabývá motivací jako jednou z možností, jak efektivně vést lidi a dosáhnout postup. Tato práce obsahuje dvě části, teoretickou a praktickou.

V

teoretické části se budu mluvit o vedení a jeho funkce, popsat stimulace a inspirace vzory, charakterizovat různé strategie řízení a teorie, která zvyšuje motivace. Ve druhé části práce bude soustředění se na specifikaci firmy a průzkumu, který byl proveden v společnosti v únoru 2016. Dotazník se bude skládat 11 uzavřených otázek, a její pozdější zpracování motivační faktory byly

pod dohledem významu pro pracovníky a ve srovnání se systémem pobídek ve

vybrané společnosti.

Klíčová slova

Firma, motivace, sociální faktory, uspokojení z práce, řízení lidských zdrojů, organizace, zaměstnanec

Aims and Objectives

The aim of the given diploma thesis is to identify relationship between social factors and motivational methods provided by Anheuser Busch InBev.

In order to achieve this goal, the following objectives must be reached:

To make an attentive study of various motivational techniques, classify main social factors that can influence motivation, build a research model and to create survey model, spread survey among company employees through internal e-mail, transfer survey results into a coding matrix, analyze coding matrices with statistical program SPSS, test relationship between social factors and motivation techniques provided by company and to analyze the outcome.

Methodology

Given diploma consist two parts, theoretical and practical. Theoretical overview explains the concept and factors of motivation, explains why is it significant to establish effective communication with employees and successful management process.

In the second part there are results from statistical analysis, in particular Cross tables and Chi-square test that represents relation between different social factors and motivation methods provided by ABI Prague to their employees. In order to achieve this goals following tools were used:

- Research model
- Questionnaire
- Data coding
- Chi-square test, using the statistical program SPSS

The first methodological tool is a research model. The research model was build to make up the main theory of the given diploma thesis, and to make up phenomena, that is necessary for the survey creation.

The second methodological tool of given diploma thesis is a survey in a form of questionnaire that was spread among employees of ABI. There are 11

questions, which was created according to the variables and indicators from research model.

The third methodological tool is data coding. This method contains the conversion of received data from survey into a form of coding matrix. These coding matrices are necessary for the last methodological tool of statistical analysis in SPSS software, particularly Chi-square tests.

Summary of research

It is important to mention that aim of this diploma thesis as well as all of the objectives were reached and the main hypothesis, which states that there is a relationship between social factors and motivational methods provided by Anheuser Busch InBev. The hypothesis is confirmed due to the fact that there is a strong relationship between social factors and motivation of employees, and this statement is proven by the results of the statistical analysis. The research results of given diploma thesis can be fully or partially implement into practice.

Also it is important to mention that during analysis author defined limitations to work. It was decided to analyze motivation methods of Anheuser Busch InBev in Prague, but ABI is international company and it should be considered that results of given research could not be suitable for another branches of the company.

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