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**Abstract of Diploma Thesis**

**Motivation System of Employees in Google**

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# Motivation System of Employees in Google

## **Summary**

This diploma thesis is dedicated to the study of key motivators for employees at Google. The main goal of the diploma thesis is to discover which motivation factors play a key role in employees retention at Google Prague.

The theoretical overview explains the concept and factors of motivation, underlines why it is important in successful management process. The overview clarifies motivational theories of different authors and describes the relationship between motivation of employees and turnover within an organization.

The practical part examines the research on key motivators for employees at Google Prague. The results of analysis show whether Googlers are satisfied with their job or not, describe what factors motivate employees and uncover possible reasons why they leave the company. Finally, the recommendations are offered based on the analysis.

**Keywords:** motivation of employees, Google, satisfied employee, motivational factors, and management, employee turnover

## **Objectives of the work**

The main goal of the Diploma thesis is to analyze motivation system in such prosperous company as Google, to discover which motivation factors play a key role in successful motivation process of employees in chosen company and measure the importance of employee motivation in Google, in terms of employee turnover.

## **Hypotheses**

H1 Motivation by benefits and perks takes one of three top places for employees in Google (Prague).

H2 There is a low level of employee turnover in Google, because of highly motivated staff.

## **Methodology**

The theoretical part of Diploma thesis specifies the meaning of employee motivation, and its importance in the modern business environment. Elaboration of data found in academic books and Internet articles is used during the whole work.

According to the key goal of the Diploma thesis, it was decided that questionnaire is the most suitable instrument for this research, because it does not require so much effort from

the questioner, and is a frequently used method of standardized scientific research. A questionnaire was created with online survey application Kwiksveys.com. A link with questionnaire was enclosed to official letter (see Appendix 1.), which was sent to Google office in Prague by regular post. To get valuable results, the answers were processed by the same application and presented in further chapter in terms of graphs, figures, tables and author's discussion. A questionnaire consists of series of questions, which helps to gather information from respondents (about 100 employees). All questions are divided into three groups and results are presented with regard to these groups. The main goal of the questionnaire analysis is to find out required information from the questioner, analyze it and make a faithful representation of the investigated topic.

The questionnaire consists of two types of questions:

- Multiple choice questions
- Scale questions

Using different types of communication (Skype, e-mail, mobile phone, post) the author will get in touch with leaders of Google who are responsible for motivation process and will collect data for analysis, and will summaries obtained data and analyze which motivation factors actually motivate employees in this company.

### **The main findings**

In accordance with the results of questionnaire, author asserts that the most important motivational factors for Googlers are fair payment, benefits and perks, friendly atmosphere, vacation and holidays and teamwork. Contrariwise, according to satisfaction level of motivational factors, fair payment, benefits and perks, friendly atmosphere and vacation and holidays are on the top as well. The list of motivational factors in terms of importance and satisfaction level varies in further places. For instance, importance level of long-term job contract is very high, this motivation factors is on the 6<sup>th</sup> place. But on the other hand, satisfaction of this factor is the lowest one. Author determines, that employees in Google in Prague are not satisfied with long-term job contract, probably this is one of possible reasons for leaving the company.

It was proposed in Hypothesis 1, motivation by benefits and perks plays one of the key roles for employees in Google. **1<sup>st</sup> hypothesis should be accepted** by virtue of the fact that majority of respondents answered that they are rather motivated by benefits and perks than by high salary (see Graph 10.).

Another goal of the Diploma thesis was to measure the importance of employee motivation in Google, in terms of employee turnover. Unfortunately, the study about Google's turnover rate does not offer sufficient evidence of support, for example annual

turnover rate. That is why this goal of the Diploma thesis was not reached. According to this goal, 2<sup>nd</sup> hypothesis was created, which assumes that there is a low turnover rate in Google, because of highly motivated staff. During analysis author found out some interesting points. Firstly, from the questionnaire it was considered that 77% of respondents meet new employees in the company a few times a year, which means Google in Prague hires new workers constantly.

Secondly, based on study found on Internet (Payscale's employee turnover report), median tenure in Google worldwide is only about one year. As it was mentioned before, level of satisfaction in Google is very high, it is 84%, but in spite of it, Googlers leave their working places. Author summarizes from questionnaire, that almost 50 % of respondents would leave the company, because of career development and almost 40 % because of offer of higher position. Median age of employees in Google worldwide is 29 and employees in Google in Prague even younger, author supposes that young staff is more job hopping and especially the smartest Googlers, which are ready for more challenging job would rather jump to another place than staying in Google. As it was mentioned before, Googlers in Prague are not satisfied with long-term job contract, it could be one more valuable reason. Hence, author concludes that there is a high turnover in Google and **2<sup>nd</sup> hypothesis should be rejected**. But analyzing more deeply the reasons of this phenomenon, new research should be done.

In general, the research shows that level of satisfaction of employees in Google in Prague is very high as well as in Google worldwide. Googlers in Prague are mostly motivated by high salary, benefits and perks, free services at work, vacation and holidays and friendly atmosphere within the company. Otherwise, they would leave the company, if some other motivational factors, as long-job contract, promotion or career development are appear. Deep analysis of investigated topic helped to understand more clearly, what is behind great staff motivation system in Google.

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