

# Exploring Cultural Differences in Motivation and Satisfaction among Croatian and Polish Students

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## Abstract

Motivation and satisfaction of employees are crucial drivers because motivated and satisfied employees yield benefits on personal and organizational levels, such as organizational business results and corporate recognition. Employees represent the most important resource for each organization, so it is important to find, attract, and employ those who are knowledgeable and educated, but also motivated to work. Valuable sources of motivated and satisfied employees are educational institutions that educate, create, and shape students according to market requirements in order to provide proficient and skilled, but also motivated and satisfied employees. It is important to track students' motivation and satisfaction during their education process because it differs between different groups of students considering their cultural differences and the level of their study, in the same way as motivation and, consequently, the satisfaction of employees differ within their career stages. For the purpose of this research, the graduate students of the University of Split, Faculty of Economics, Business and Tourism, and graduate students of SGH Warsaw School of Economics were surveyed. The first research question was oriented toward detecting the correlation between the motivation and satisfaction of these two groups of students. The second research question was focused on cultural differences among Croatian and Polish students in relation to the most influential satisfaction factors such as curriculum, professors, administrative staff, and content of their institutions. The research results confirm the correlation between students' motivation and satisfaction as well as different levels of satisfaction considering their cultural backgrounds of researched students.

**Keywords:** employees, factors of students' satisfaction, Faculty of Economics, Business and Tourism, SGH Warsaw School of Economics, success