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Impact of Core Values on Motivating Future Employees: An Empirical Investigation of University Undergraduate

F O Iyoha, G O Adejumo, A Adeniji

Abstract

This paper examines the roles that core values can play in helping to moderate extrinsic and intrinsic motivating factors in future employees. Using a sample of students of the Department of Accounting...

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motivating factors in future employees. Using a sample of students of the Departments of Accounting, Business and Economics from a private University in Nigeria, the results show a significant difference in the level of extrinsic motivation among the students but no significant difference was observed in the intrinsic motivating factors. Furthermore, accounting students were found to be more motivated extrinsically and intrinsically. These results are not consistent with prior research evidence but are ascribed to the paradigm shift in the curriculum of the private University with special emphasis on the teaching of a set of core values. Finally, this study identifies the implications of the new evidence on recruitment and retention policies of organization.

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