



MAKING SENSE OF EMPLOYEE SATISFACTION MEASUREMENT

BACKGROUND AND MOTIVATION



Employee satisfaction both demonstrates and drives organizational success. With increasing recognition of firms' 'social bottom line', practices and technologies of measuring employee satisfaction are part of taken-for-granted everyday life in organizations of all types and sizes. However, there has been little attempt to study how employees and management perceive, interpret, and act upon this non-financial information in an organizational context. This study shows how different groups of nt

RESEARCH METHOD AND CASE BACKGROUND



