

THE INFLUENCE OF ORGANIZATIONAL CULTURE ON JOB SATISFACTION OF EMPLOYEES: A STUDY OF JOINT-STOCK COMMERCIAL BANKS IN THAI NGUYEN PROVINCE, VIET NAM

Hoang Thi Hue

Thai Nguyen University of
Economics and Business
administration, Thai Nguyen
university

VIET NAM

huehoangthitn@gmail.com

Ha Thi Thanh Hoa

Thai Nguyen University of
Economics and Business
administration, Thai Nguyen
university

VIET NAM

hoalong07@gmail.com

Duong Thi Thuy Huong

Thai Nguyen University of
Economics and Business
administration, Thai Nguyen
university

VIET NAM

duonghuongqtkd@gmail.com

ABSTRACT

This study aims to examine the influence of organizational culture on employees' job satisfaction in the joint-stock commercial banks in Thai Nguyen province, Viet Nam. By quantitative research method, the authors collected a sample of 327 employees at selected 18 joint-stock commercial banks in Thai Nguyen province, Viet Nam. A five-point Likert Scale questionnaire was administered for data collection. The research results have shown that there were three factors affecting the job satisfaction of employees in the joint-stock commercial banks, which are teamwork, communication, training and development. In wich, it revealed a significant positive relationship between training & development and job satisfaction. The study also indicated that attention to communication and teamwork influence job satisfaction in these banks. Some suggestions for further research and improvements were also made; to align organizational culture to employees' job satisfaction, managers should understand the different dimensions of organizational culture (especially training and development) and how they relate to job satisfaction to avoid misconceptions.

Keywords: Joint-stock commercial bank, employee, job satisfaction, organizational culture.