

## **THE INFLUENCING FACTORS OF EMPLOYMENT SATISFACTION AMONG MARKETING GRADUATES AT SHANDONG UNIVERSITY OF ENGINEERING AND VOCATIONAL TECHNOLOGY**

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**Abstract:** With the rapid development of China's market economy, the employment structure in the industrial transformation and economic system reform has undergone a major shift in the labor market on the employment of talents should know, and comprehensive quality of the new requirements. Marketing graduates feel physically and mentally exhausted, and job satisfaction decreases. By analyzing the factors affecting the job satisfaction of marketing graduates, the employment problems of marketing graduates can be alleviated. The objectives of this study are 1) to explore whether the job itself affects the employment satisfaction of marketing graduates; 2) to explore whether the development prospect affects the employment satisfaction of marketing graduates; and 3) to explore whether the job reward affects the employment satisfaction of marketing graduates. This study adopted the quantitative research method. This study takes marketing graduates of Shandong University of Engineering and Vocational Technology as the research population. Four hundred questionnaires were distributed, and three hundred and twenty-three valid questionnaires were recovered, with a validity rate of 80.75%. This paper found that: 1) the job itself has a significant positive impact on the employment satisfaction of marketing graduates of Shandong University of Engineering and Vocational Technology; 2) the development prospect has a significant positive impact on the employment satisfaction of marketing graduates of Shandong University of Engineering and Vocational Technology; 3) the job reward has a significant positive impact on the employment satisfaction of marketing graduates of Shandong University of Engineering and Vocational Technology. For recommendations, improving the employment satisfaction of marketing graduates should focus on the following aspects: 1) improving curriculum design and career guidance; 2) focusing on career development prospects; and 3) improving job reward.

**Keywords:** Influencing Factors, Employment Satisfaction, Marketing Graduates, Shandong University of Engineering and Vocational Technology

## Introduction

With the rapid development of China's market economy, the employment structure in the industrial transformation and economic system reform has undergone a major shift in the labor market on the employment of talents should know, and comprehensive quality of the new requirements. Marketing graduates face a variety of problems in terms of employment satisfaction. Marketing graduates of the actual work content and the theoretical knowledge learned in school there is a big difference, resulting in graduates in the early stages of the work being difficult to adapt, and burnout (Schlee & Karns, 2017). Marketing positions often require long hours of overtime work and high-performance pressure, which makes many graduates feel physically and mentally exhausted and less satisfied with their jobs. In addition, low starting salaries and unclear promotion channels are factors affecting job satisfaction, many graduates find that their efforts and rewards are not proportional to each other, and it isn't easy to realize the expected career development (Nawakitphaitoon & Tang, 2020).

At the same time, some companies have not invested enough in vocational training and employee care, making graduates lack growth opportunities and a sense of belonging at work, which further reduces their job satisfaction (Divan et al., 2019). The fast-changing marketing industry and the rapid updating of technology require practitioners to continuously learn and adapt, which is also a considerable challenge for graduates who have just entered the job market, and they often feel stressed, which affects their overall job satisfaction. Employment satisfaction of marketing graduates is a comparison between marketing graduates' inner feelings about their actual employment situation and their expectations, in which graduates' employment expectations are built based on marketing graduates' education and their perceptions. Improving the employment satisfaction of marketing graduates is a deep-rooted need to solve the employment problem (Mauri et al., 2017).

By analyzing the factors affecting the employment satisfaction of marketing graduates and exploring ways to improve the employment satisfaction of marketing graduates from a multi-dimensional perspective, to alleviate the employment problem of marketing graduates.

Under the current severe employment situation, related studies lack relevance in analyzing the reasons for the generally low employment satisfaction of marketing graduates. Taking Shandong University of Engineering and Vocational Technology as an example, this study surveys the employed marketing graduates through the employment satisfaction questionnaire of marketing graduates in general and in each related dimension (Hown & Lee, 2018; Nawakitphaitoon & Tang, 2020).

Through the hypothesis verification of the survey data results, we find the relevant factors affecting the employment satisfaction of marketing graduates, to reveal the important factors causing the graduates' low employment satisfaction and propose countermeasures to solve the problem. It provides the theoretical basis for enhancing the employment satisfaction of marketing graduates and

realizing the optimal allocation of social labor market resources.

There are more related studies on graduates' employment satisfaction, and researchers have analyzed and studied from different perspectives and have achieved a lot of results. However, most studies do not focus on the employment satisfaction of graduates in specific majors. Graduates play an important role both in terms of the number of employed people and their role in the labor market. Taking marketing graduates of Shandong University of Engineering and Vocational Technology as the research object, this study focuses on the influencing factors of graduates' employment satisfaction, which enriches the research system and structure of marketing graduates' employment satisfaction to a certain extent (Hown & Lee, 2018).

In the process of deepening the reform of the education system, the current employment situation is still severe. The employment of graduates is a hot issue that people are generally concerned about, and it is important to explore the influence of potential factors such as graduates, schools, and society on the employment satisfaction of graduates. Based on the results of the employment satisfaction research survey, schools can make targeted improvements and refinements to their talent cultivation programs, strengthen training and guidance services for students' employment, cultivate students correct professional values, and realize the relative connection between graduates' professionalism and professional ability and the requirements of employers to improve the quality of graduates' employment (Nawakitphaitoon & Tang, 2020).

The self-diagnosis of graduates' employment-related skills serves as a reference for developing new strategies to address career and employment challenges. This process aims to transform the traditional employment concept, establish the right mindset, and shift from passive job-seeking to proactive self-selection.

### **Research Objectives**

- (1) To explore whether the job itself affects the employment satisfaction of marketing graduates.
- (2) To explore whether the development prospect affects the employment satisfaction of marketing graduates.
- (3) To explore whether the return of work affects the employment satisfaction of marketing graduates.

### **Research Hypotheses**

Research hypotheses are proposed based on the analysis:

H1: The job itself has a positive influence on the employment satisfaction of marketing graduates of Shandong Engineering Vocational and Technical University.

H2: The development prospect has a positive influence on the employment satisfaction of marketing graduates of Shandong Engineering Vocational and Technical University.

H3: Job reward has a positive influence on the employment satisfaction of marketing graduates of Shandong Engineering Vocational and Technical University.

## **Literatures Review**

### *Job satisfaction*

Conceptual definitions of job satisfaction are generally categorized into three main types: cause-based, holistic, and factor-based (Wnuk, 2017). Causal conceptualization focuses on the root causes of satisfaction and takes the fulfillment of the worker's personal needs as the outcome of job satisfaction (Cleare, 2013). The holistic conceptualization ignores the causes of satisfaction, an independent concept based on the subjective attitudes of workers toward their jobs and all job-related factors (Berger, 2009; Wnuk, 2017).

The factor-based concept divides the factors affecting job satisfaction into a total of five dimensions, namely, the job itself, pay and benefits, promotion, company leadership, and coworkers, and determines the level of job satisfaction as high or low through the worker's feelings and satisfaction with these dimensions in the workplace. Employment satisfaction is when the employee acts in the organizational role of the job itself and has a comprehensive understanding of the work process. In the research related to the factors affecting employment satisfaction, scholars point out that employment satisfaction is determined by the feelings generated by the gap between the employee's deserved job reward and the actual job reward, and the more the actual job reward is less than the deserved job reward, the lower the degree of employment satisfaction (Berger, 2009; Cleare, 2013; Hown & Lee, 2018; Wnuk, 2017).

On the conceptual definition of employment satisfaction, different scholars have put forward different insights. The concept of employment satisfaction is that employees, through the evaluation of their work, and in the process of a comprehensive emotional state, is employment satisfaction (Nawakitphaitoon & Tang, 2020).

Employment satisfaction is determined by the degree of education and job matching has a great impact on employment satisfaction, there is a greater relationship between there is a greater relationship between the definition of the concept of employment satisfaction and professional relevance.

### *The job itself*

The job itself is the most direct and vital influence on job satisfaction, mainly including job reward, job itself, job group, job background, and organizational culture. Among them, job reward refers to the salary and benefits, social status personal upward mobility and so on that workers get through their work (Patillo et al., 2009). The job itself refers to the physical and mental labor of the

work performed by the workers, the challenge of the work, the complexity of the work, the intensity of the labor, and so on. Workgroup refers to workers in the work environment and the work process in the work of the group's sense of identity, the group's degree of harmony, and the degree of openness and timely degree of communication and information exchange (Giancola, 2010).

Work background refers to workers in the process of work in the implementation of tools, programs, and means that are complete, as well as work-related such as work time, work, such as how to play the space, and other auxiliary factors. Organizational culture refers to the work unit in the long-term accumulation of management and development process gradually forming a set of value systems belonging to the work unit itself, such as the degree of humanization of the company, corporate culture, policy effects, and strategic decisions. Marketing graduates can engage in types of work, covering a wide range of industries and positions (Berger, 2009; Cleare, 2013; Giancola, 2010). The nature and content of the work include market research and analysis, brand management, digital marketing, sales management, public relations and event planning, product management, and customer relationship management. The high cost of stressful work often brings an unfriendly experience to graduates.

#### *Development prospects*

Development prospects are a key factor in the satisfaction of marketing graduates. Development prospects include job opportunities, room for career advancement, salary and benefits packages, industry reputation and corporate culture, as well as individual career plans and external support (Filippov & Yaroslavtsev, 2021).

Multiple aspects of development prospects influence graduates' career choices and job satisfaction. The variety and number of job opportunities are critical to graduate satisfaction. Many studies have shown that the wide diversity of employment opportunities offered by marketing programs allows graduates to choose the right career path based on their personal interests and abilities, leading to increased satisfaction. Career advancement and room for growth are also important factors influencing graduate satisfaction. The possibility of career advancement and the transparency of career development are directly related to graduates' confidence in the future and work engagement (Boulaiz et al., 2011).

The study points out that in the marketing industry, the training and development programs, promotion mechanisms, and clarity of career paths offered by companies have a significant impact on graduates' career development prospects.

#### *Job reward*

Job reward and job satisfaction of marketing graduates are affected by factors. Job rewards in marketing are often attractive because many positions offer not only base salaries but also performance bonuses and sales commissions, which allow highly effective marketers to earn a good income (Martin

& Roman, 1996). For job satisfaction, marketing graduates typically experience variety and creativity in their work. Jobs in this field, which include branding, market research, event planning, and customer relationship management, vary in tasks and challenges from day to day, and this variety and challenge make the work dynamic and engaging. However, the pressures and challenges of a marketing job cannot be ignored (Sell & Cleal, 2011). With fierce competition and strict performance reviews, marketers are required to work in high-pressure environments with tight project deadlines and performance targets. For those graduates who can remain productive under pressure and continue to learn and adapt to changes in the marketplace, a marketing job will bring fulfillment and career satisfaction. Job rewards influence job satisfaction among marketing graduates (Saif & Siddiqui, 2019).

### Methodology

The questionnaire for this study is prepared based on the marketing graduates' employment satisfaction measurement. The questionnaire consists of three parts. The first part is used to collect and count the graduates' personal academic and basic family information, which serves as a reference basis for analyzing the influencing factors of marketing graduates' employment satisfaction. The second part is the scale questions of specific employment satisfaction influencing factors, and the degree of influence of each influencing factor on employment satisfaction is derived through statistical analysis. The third part is the feedback on employment satisfaction, which is used to analyze the correlation with the influencing factors of employment satisfaction. Four hundred questionnaires were distributed, and 323 valid questionnaires were recovered, for an effective rate of 80.75%.

### Results

#### 1) Reliability analysis

The higher the reliability of the scale, the higher the reliability. In this study, Cronbach's Alpha was used as the index of the reliability of the questionnaire, and the value of Cronbach's Alpha is more than 0.8, which means that the scale is reliable. The closer the value of Cronbach's Alpha is to 1, the higher the reliability of the scale and the lower the error of the results.

**Table 1:** Reliability analysis

Variable	Cronbach's Alpha	N of Items
Job itself	0.821	3
Development prospects	0.858	3
Job reward	0.885	3
Employment Satisfaction Among Marketing Graduates	0.836	3
Total	0.922	12

The questionnaire scale consists of four variables, and the Cronbach's Alpha test was carried

out on the scale, the data of the questionnaire scale was organized by EXCEL and imported into the statistical analysis software SPSS to be analyzed, and the Cronbach's Alpha of each variable was calculated, and the Cronbach's Alpha coefficient value of each variable was significantly greater than 0.8, and the overall Cronbach's Alpha of the scale was 0.8. The overall Cronbach's Alpha coefficient of the scale is 0.922, which is greater than 0.8, and the results show that the question items are all related to the overall correlation with a discriminatory degree, internal consistency is good, the questionnaire reliability is high, and the scale can be tested in the next step.

2) *Validity analysis*

Validity refers to the validity and accuracy of the questionnaire, which represents the degree of agreement between the actual test results and the ideal test results. KMO and Bartlett's Test of Sphericity are the methods commonly used by most scholars. When the value of KMO is greater than 0.6, the factor analysis can be done; when the value of KMO is greater than 0.7, it is better to do factor analysis, and the value of KMO is between 0 and 1. The closer to 1 the correlation between the variables is the stronger, the more suitable for factor analysis; when the value of KMO is closer to 0, it means that the correlation is weaker and more unsuitable for factor analysis. Bartlett's Test of Sphericity is also a method to test the degree of correlation between the variables, Bartlett's Test of Sphericity of the probability of companionship P value is smaller, the higher the validity, when the P value is less than 0.05, it means that it is suitable to do factor analysis. The KMO value of 0.905, which is greater than 0.8, and the P-value of probability of significance of Bartetts' sphere test is 0.000, which is less than 0.05, so the null hypothesis is rejected, indicating that the structural validity of the questionnaire is good. See Table 2.

**Table 2:** Validity analysis

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.905
Bartlett's Test of Sphericity	Approx. Chi-Square	2334.912
	df	66
	Sig.	0.000

3) *Correlation Analysis*

In this study, the correlation between the factors influencing the job satisfaction of marketing graduates was examined with the help of SPSS. The results of the correlation analysis show that:

The Pearson correlation coefficient between the job itself and the satisfaction of marketing graduates is 0.591,  $p=0.000<0.001$ , which is significant, indicating that there is a positive correlation between the job itself and the satisfaction of marketing graduates.

The Pearson's correlation coefficient between development prospects and satisfaction of marketing graduates is 0.601,  $p=0.000<0.001$ , which is significant and indicates that there is a positive correlation between development prospects and satisfaction of marketing graduates.



The Pearson's correlation coefficient between job reward and satisfaction of marketing graduates is 0.547,  $p=0.000<0.001$ , which is significant and indicates that there is a positive correlation between job reward and satisfaction of marketing graduates.

4) *Multiple regression*

Multiple regression analysis was performed on the data to determine the relationship between the dependent and independent variables. The regression equation was significant,  $F=88.852, p<0.001$ . The Durbin-Watson test value was 1.826, which is between 1.8 and 2.2.

The data were analyzed for the relationship between the dependent and independent variables. The data were independent and consistent with linear regression. In the covariance diagnostic results, the VIF values of the job itself, development prospect, and job reward were 1.112, 1.037, and 1.212, respectively. The job itself ( $\beta=0.553, P<0.001$ ), development prospect ( $\beta=0.556, P<0.001$ ), and job reward ( $\beta=0.445, P<0.001$ ) had a significant positive effect on the job satisfaction of the graduates of the marketing program have a significant positive effect. Together, these variables explained 67.4% of the job satisfaction of marketing graduates, which is in line with the requirement.

**Table 3:** Multiple regression

Item	Un-std. B	Std. Beta	t	Sig.	VIF	F	Durbin-Watson
C	4.721		9.058	0.000		88.652***	1.826
Job itself	0.553	0.455	5.068	0.000	1.112		
Development prospects	0.556	0.429	5.457	0.000	1.037		
Job reward	0.445	0.369	3.103	0.000	1.212		
R Square	0.674						
Adjusted R Square	0.664						

NOTE: \* $P<0.05$ , \*\* $P<0.01$ , \*\*\* $P<0.001$

**Discussion**

It is concluded from the study that there is a significant positive correlation between the job itself, development prospects, job rewards, and satisfaction of marketing graduates. The results on the employment satisfaction of marketing graduates of Shandong Engineering Vocational and Technical University show that the job has a significant positive impact on employment satisfaction. In practical application, this conclusion has important reference value for enterprises and universities. For enterprises, understanding the needs of graduates, especially emphasizing the quality of the job, can help them gain an advantage in recruiting and retaining talents.

Enterprises can enhance employee satisfaction by providing interesting and meaningful work content and creating a favorable working environment, which improves employee loyalty and job performance. For universities, understanding the job satisfaction factors of marketing graduates can help to adjust and improvements in curriculum design and career guidance, so that graduates can be more competitive in the job market. The significant positive effect of the job on the employment



satisfaction of marketing graduates from Shandong Engineering Vocational and Technical University reflects the importance that graduates attach to the content and nature of the job in their careers (Berger, 2009; Cleare, 2013; Patillo et al., 2009).

The results of this study not only enrich the understanding of the employment behavior of marketing graduates but also provide practical guidance for related parties in improving the employment satisfaction of graduates.

The development prospect has a significant positive effect on the employment satisfaction of marketing graduates of Shandong Engineering Vocational and Technical University. In practical application, providing enterprises with clear career development paths and opportunities, and formulating reasonable promotion mechanisms and vocational training programs can greatly improve employee satisfaction and work motivation. Enterprises should focus on the development needs of employees and provide them with growth opportunities and platforms through internal training, career guidance, and promotion mechanisms, which in turn enhance employee loyalty and job performance. The education of marketing majors should pay more attention to cultivating students' career development awareness and ability.

Universities can help students understand industry development trends and career advancement paths through career planning courses, employment guidance lectures, and cooperative internship programs with enterprises so that students can make more informed choices when seeking employment. In addition, colleges and universities can strengthen cooperation with enterprises and establish long-term stable internship and employment bases to provide students with more practice opportunities and career guidance (Boulaiz et al., 2011; Filippov & Yaroslavtsev, 2021; Tarabanko & Tarabanko, 2017).

By focusing on and enhancing the career development prospects of graduates, enterprises, and universities can better meet the career expectations of graduates and improve their employment satisfaction and job performance. Enterprises develop competitive salary and benefit policies that attract and retain excellent marketing professionals. Enterprises should conduct regular market salary research to ensure their salaries are competitive and reward employees according to their performance and contribution. In addition, welfare policies, such as health insurance, paid vacation, bonuses, etc., can also enhance employee satisfaction and a sense of belonging (Martin & Roman, 1996; Saif & Siddiqui, 2019; Sell & Cleal, 2011).

The education of marketing majors should pay more attention to students' understanding of market salary levels and their awareness of their value. Colleges and universities can help students better understand market conditions and master salary negotiation skills by offering courses on career development and salary management and organizing lectures on salary negotiation skills. At the same time, colleges and universities can cooperate with enterprises to provide internship opportunities, so

that students can learn about the salary levels and benefits of the industry in practice and enhance their competitiveness in job hunting (Sell & Cleal, 2011). By focusing on the job reward of graduates, enterprises and universities can better meet the career expectations of graduates and improve their employment satisfaction and job performance.

## **Conclusions**

The results on the employment satisfaction of marketing graduates of Shandong Engineering Vocational and Technical University show that the job itself has a significant positive impact on employment satisfaction, as shown by the standard regression coefficient of 0.553, and the significance level of P-value is less than 0.001. This conclusion is that the content of the work, the nature of the work, the work environment, and other factors largely determine the degree of satisfaction of marketing graduates with their employment situation. This finding is consistent with the classical theory of job satisfaction.

Herzberg's two-factor theory states that the factors of the job itself (i.e., motivational factors) have a significant impact on employee satisfaction, such as the sense of accomplishment, recognition, and the interesting and challenging nature of the job content. These factors can stimulate employees' motivation and enthusiasm for work, thus enhancing their overall job satisfaction. For marketing graduates, they are more inclined to choose those jobs that can provide personal growth opportunities and challenging jobs when they are looking for jobs, which not only meet their career development needs but also enhances their sense of professional belonging and sense of achievement (Boulaiz et al., 2011; Giancola, 2010).

The study of employment satisfaction of marketing graduates of Shandong Engineering Vocational and Technical University also found that the development prospect has a significant positive effect on employment satisfaction, with a standard regression coefficient of 0.556 and a significance level of P-value is less than 0.001. This result indicates that marketing graduates' expectation of their career development largely influences their satisfaction with their current jobs. This finding is consistent with the theory of career development. According to the theory of career development, employees' expectations of their careers and confidence in their future development are important factors influencing their job satisfaction. When choosing a career, marketing graduates usually consider whether the career can provide good career development opportunities, including promotion space, career training, and possibilities for career growth. These factors are not only related to their development prospects but also directly affect their long-term commitment and loyalty to their jobs (Berger, 2009; Patillo et al., 2009).

The study of employment satisfaction of marketing graduates from Shandong Engineering Vocational and Technical University further shows that job rewards also have a significant positive

effect on employment satisfaction, as evidenced by its standard regression coefficient of 0.445 and a significance level of P-value of less than 0.001. This result suggests that job rewards, such as salary and benefits, largely influence marketing graduates' employment satisfaction. This finding is consistent with the theories of job reward satisfaction in economics and human resource management theories. According to these theories, job reward and benefits are important considerations for employees when choosing a job and the key factors affecting their job satisfaction. Marketing graduates, in their job search process, naturally emphasize whether the job rewards are in line with their expectations and the market level (Sell & Cleal, 2011). Reasonable salaries and benefits not only meet their basic needs but also bring psychological satisfaction and professional recognition (Saif & Siddiqui, 2019; Sell & Cleal, 2011).

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