

Why Do We Work: Local Observations from Burma

Yan, In-Pi

Burma is thought to be the last pile of markets in Asia. After opening up the market, it has attracted many foreign companies. However, these companies have encountered many obstacles in their operations, especially the strikes and demonstrations emerge in endlessly have become a major obstacle to the management of foreign businesses in Burma. Such problems stem from the estrangement between foreign companies and Burmese employees. Therefore, this study investigates the work motivations of Burmese people through cultural perspectives. In this study, means-end chain theory is used to explore the motivations of working for Burmese. A total of 74 Burmese workers participate in this study. Through the laddering interview, they express the motivations of working for them. Finally, a summary of work motivations, is arranged in a hierarchical value map (HVM) which shows the work motivations of Burmese.

Key words: Burmese, work motivation, means-end chain, laddering, new market, management of human resources.