

COMPLETION REPORT

Organizational culture and employee's loyalty: The analysis of Japanese enterprises and Vietnamese enterprises applying Japanese corporate culture

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1. Survey results of Vietnamese enterprises applying Japanese culture

The authors recorded 102 responses from Vietnamese employees and business owners where Japanese working culture is applied. All 102 responses met the basic requirements of the survey and were used for analysis. Of which, 43 respondents indicated that they intend to quit their job in the next 1 year - hereafter called the Unloyal, (accounting for 42.2%), 59 respondents have no intention to quit in the next 1 year hereafter called the Loyal (accounting for 57.8%).

2. Survey results of Japanese enterprises in Vietnam

The research team recorded a total of 8 answer sheets from Japanese enterprises working in Vietnam with more detailed answers. The positions of the survey respondents ranged from Employee, Specialist, Head of Department to General Director, which helps us to have a more general view of the perspectives of different levels. To sum up, it can be seen that all 8 answers mostly give positive evaluations about the corporate culture of the organization they are working for. As a result, the turnover rate of these enterprises is low. Thus, after analyzing the responses, the research team found that Japanese corporate culture has positive effects on employee loyalty.

3. Conclusion from statistical analysis

In the survey questionnaire, the research team also asked the group of employees who intend to leave their job about whether the reason they quit is related to corporate culture. There are 55% of the answers received that it is related to the corporate culture. Although corporate culture is only one part of the decision that makes them want to quit, it also affects decision making.

Employees who value their corporate culture better are more likely to stay with the company. In particular, the factors: Strategy, Vision, Creating Change and Capacity Development are the factors with the biggest difference in the evaluation level between the two groups Unloyal and Loyal. Thus, what HR is interested in is not only the salary or the nature of the job. Instead, corporate culture also significantly affects employee loyalty. In which, the strategy and vision reflect the development orientation of the company and reflect the vision of the leader. If it doesn't align with the employee's orientation, it's easy to make the employee feel reluctant to stick around for a long time. Besides, the fact that the company often changes to match the market demand is also something that employees care about. Disloyal employees score this factor much lower than loyal employees. Finally, employees who join an organization will not want to stagnate themselves and not grow. The company also doesn't want to hire an employee who doesn't develop at work. Thus, having courses to improve employee capacity is something that not only the company but also the employees always want. And in fact, most businesses that apply Japanese culture have regularly applied capacity building courses, so that employees in the business always excel every day. This will help the working atmosphere become more effective, creating motivation for both the company and employees.

Besides the above analysis, the research team also tried to perform more advanced quantitative analysis, such as conventional Logistics regression and Logistics regression using Gradient Descent optimization method. Because the data dimension is quite large (68 features), the research team also tried to apply the PCA method to reduce the data dimension. However, with too little data, the current running results are not enough to present in the framework of this study. The research team will continue to collect more data, research more optimal methods and models to perform more in-depth analysis in the future.

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Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

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