

CORPORATE BANK GOVERNANCE MOTIVATION OF THE INTERNAL STAKEHOLDERS

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Abstract

The main aim of this paper is to evaluate the role of motivating the employees/stakeholders in the Corporate Bank Governance. In order to define the most motivated factors at the Head Offices of the Kosovo Commercial Banks, this paper re-review the research results from surveys Kovach (2001) about the factors motivating employees/stakeholders and perception of shareholders what factors motivate their employees/stakeholders, which have been developed over the past forty years, in the interval 1946 1994 industrial sector in the US. The survey was conducted to understand the motivating factors in the "Commercial Banks in Kosovo" and also the perception of shareholders about motivational factors they consider as important to their employees/stakeholders. The achieved results of this paper intend to compare the results of surveys of Kosovo Commercial Banks in Head Office with the results of Kovach. To achieve comprehensive results for this paper two different surveys during September 2015-December 2015 were made, which were distributed to shareholders who are present at the board of the commercial banks and the stakeholders of the commercial banks. The reliability of research from the field is 90% based of the population of the head offices of the Kosovo Commercial Banks.

Keywords: motivation, stakeholders, corporate governance, banks.

JEL classification: D31, J54, G34, G21.