

Research versus Teaching Satisfaction and Research Productivity

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ABSTRACT In this study, an exploratory quantitative cross-sectional research design is applied in a study of a large South African university to test theory that relates research productivity to different dimensions of satisfaction, or dissatisfaction. Findings suggest that individuals who derive their primary job satisfaction from teaching are less research productive than individuals that derive their primary job satisfaction from research. Differences between types of satisfaction and their relationships with research productivity are explored further. Recommendations are provided on the basis of the findings.