

## **Achieve Competitive Advantage through Job Motivation**

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**ABSTRACT** In today's fast-paced economy competition is an issue of services and products. Much attention has been directed to a better service and the best product and how this can be achieved through utilising the human resources. This research paper identifies how job motivation, one of the important activities of HRM, can affect organisational success, and how it is important in achieving competitive advantage. This relationship has been empirically investigated. The data has been analyzed using SPSS. The results indicated a significant relationship between job motivation and competitive advantage.