



**Hungarian University of Agriculture and Life Sciences
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**THE EFFECT OF NON-FINANCIAL INCENTIVES ON HUMAN
RESOURCE DEVELOPMENT IN THE CAPITAL CITY OF LAOS**

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Title of thesis: **THE EFFECT OF NON-FINANCIAL INCENTIVES ON HUMAN RESOURCE DEVELOPMENT IN THE CAPITAL CITY OF LAOS**

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This dissertation investigates the effect of non-financial incentives on human resource development in Vientiane, the capital city of Laos. Applying a combination methods approach, the study explores the relationship among various incentives and characteristics of human resource development. Through a quantitative survey of employees and qualitative, semi-structured interviews with leaders and key stakeholders, comprehensive insights are gathered about the efficacy of non-monetary incentives.

The findings illustrate that there are substantial connections between generational differences, knowledge context, leadership, and organizational vision alignment with human resource development schemes. Additional challenges in implementing non-financial incentives from a leader perspective are also identified.

This research highlighted the critical importance of fostering human potential and optimizing human resource development through non-financial incentives in Vientiane, Laos. The research, emphasizes the necessity of concentrated incentive schemes and comprehensive human resource strategies for fostering growth for both individuals and organizations in the region.

Keywords: non-financial incentives, employee perception, and human resource development.