

The Impact of Inspiring Motivation of Human Resources on Employee Passion for Work: An Applied Study of the Opinions of a Sample of Employees at Union Food Industries Co. Ltd.

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Abstract. The purpose of the current research is to measure the impact of the inspiring motivation of human resources by two dimensions (compensation, performance evaluation) in the employee's passion for work by (soft passion, and obsessive passion), and based on the literature that focused on the importance of inspiring motivation for human resources among a sample of employees in the Union Food Industries Company Ltd. by (133) workers, and in order to come up with the best results, study focused on statistical packages (SPSS. V.28& SMART. PLS) to determine the arithmetic media, standard deviations, correlation matrix and interpretation coefficient between the variables of study, study also focused on identifying the problem of study by determining the nature and type of relationship between the motivation inspiring human resources and the employee's passion for work, and as a result, study came out with important results, foremost of which was the existence of a correlation and a significant impact between the inspiring motivation of human resources and the employee's passion for work, Study recommended the need to focus the studied sample on developing its potential in investing the inspiring motivation of human resources, and this leads to the need to provide motivational opportunities for employees through the appointment of exceptional projects, aimed at achieving the passion of employees when they feel that they are growing, developing and exceeding their current limits.

Keywords:- Inspiring Motivation of Human Resources, employee passion for work, compensation, performance appraisal, soft passion, obsessive passion.

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1. Introduction

In the business world, the inspiring motivation of human resources has become one of the decisive factors in the success and excellence of organizations, when employees have a real passion for the work they do [1], they are able to achieve exceptional results, creativity and excellence in their performance. On the other hand, the passion for work represents the flame that burns in the hearts of employees, and pushes them to achieve the highest levels of creativity and dedication, when employees are motivated and inspired, they are ready to overcome barriers and challenges and strive for excellence, that is, they feel satisfied and happy in their work, and they have a high level of commitment and belonging to the organization [2]. The impact of inspiring motivation of human resources is not limited to raising the level of individual performance of employees, but goes beyond that to affect the entire organizational culture, when employees have a real passion in their work, this passion and enthusiasm is transmitted to the rest of the team and affects the spirit of cooperation, creativity and excellence [3].

In this context, the role of human resources management becomes crucial in creating a work environment that fosters inspiring motivation and motivates employees to achieve their highest potential. This requires adopting effective strategies to motivate and develop

employees, providing an environment that fosters positive communication and interaction, and encouraging creativity and continuous development [4].

From this standpoint, study focused on revealing the impact of inspiring motivation of human resources on the employee's passion for work, by contradicting the importance of inspirational motivation and how to achieve it in the context of human resource management, as well as discussing the dimensions and practices that can be used to promote passion and achieve sustainable success in the work environment.

2. The Methodology of Study

2.1 The problem of study

The main challenge that can face business organizations is to determine how to measure motivation and passion among employees, motivation and passion are psychological concepts that depend on emotions and internal feelings, and are difficult to measure accurately, and must employ effective tools and methods of measurement such as questionnaires and personal interviews to understand the level of motivation and passion of employees, which may lead to the emergence of various challenges in front of the organization in order to achieve a balance between the needs of employees and the goals of the organization. There may be demands and pressures arising from business needs and deadlines, and this may affect the level of motivation and passion of employees. This requires that the organization work to find an appropriate balance between the practical needs and personal needs of employees to maintain a high level of motivation and passion, and therefore the problem of study is the lack of sufficient understanding of the importance of motivation and its impact on achieving job satisfaction and outstanding performance. Some employees may suffer from a lack of enthusiasm and dedication to work, which negatively affects their productivity and personal and professional investigation, and therefore the problem of study can be formulated in an important question (What is the role of the impact of inspiring motivation of human resources on the employee's passion for working for employees of Union Food Industries Company Limited?).

2.2 Objectives of study

The aim of this theme is to highlight the importance of inspiring motivation in fostering an employee's passion for work and achieving professional success. It aims to educate readers on the importance of these factors and provide guidance and strategies for organizations to enhance motivation and motivate employees to achieve their maximum potential in the workplace.

The theme also aims to highlight the positive impact of inspirational motivation in enhancing employee passion for work. The topic aims to focus on the importance of providing a work environment that motivates employees and meets their psychological and professional needs. In addition, the topic aims to review the factors that influence the promotion of inspiring motivation, such as effective communication, providing opportunities for development and promotion, offering rewards and recognition, and enhancing teamwork and trust among colleagues.

2.3 The importance of study

The importance of study is that inspiring motivation encourages employees to think creatively and present new ideas. When there is passion and enthusiasm for work, the employee becomes more involved and specialized in his tasks, which opens the way for creativity and the development of processes and services, and the importance of the topic can be determined in the following points:

1. Raising the level of performance of employees When an employee is inspired and enthusiastic about his work, he has a high motivation to achieve goals and excel in his performance. He works hard to achieve excellent results, which contributes to raising the level of individual and collective performance within the organization.
2. Directing the organization towards creativity and innovation of new ways to improve its performance, inspiring motivation motivates employees to innovate and experiment with new ideas, when there is a passion for work, the employee is ready to challenge and overcome barriers to find new and innovative solutions.
3. Keen to gain the satisfaction of employees in the organization, when the employee feels motivated and inspiring, he is more satisfied with his work and place in the organization. He feels personal happiness and satisfaction, which is reflected in the level of overall satisfaction and stability at work.

2.4 Hypothetical study scheme and hypothesis development

After addressing the problem, importance and objectives of the research, the next step requires the identification of a hypothetical scheme to interpret the hypotheses of study through which the problem suffered by study can be identified and addressed, according to its variables in fact:

Independent variable: the inspiring motivation of human resources, and two dimensions have been adopted to measure it (compensation, performance evaluation).

Dependent variable: the employee's passion for work, and it is represented in two dimensions (harmonious passion, and obsessive passion).

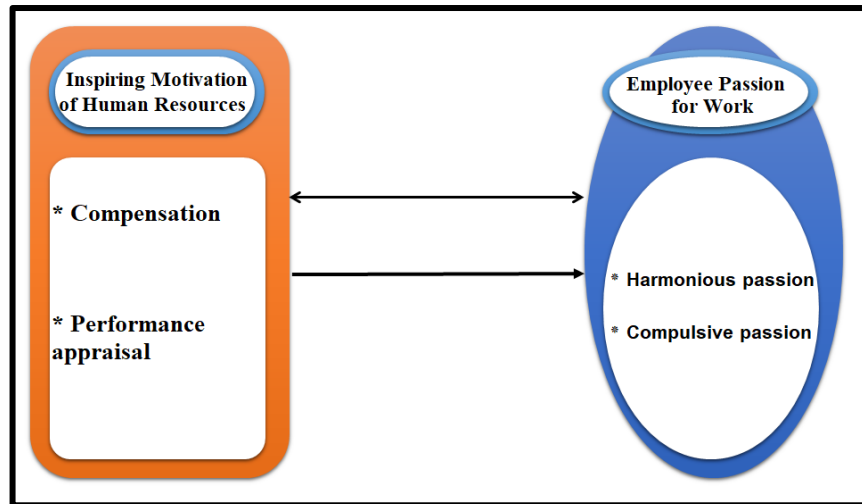


Figure 1. Hypothetical study scheme

On the basis of the above, two hypotheses can be developed:

1. Increasing the company's well-thought-out interest in inspiring motivation for human resources enhances the strength of its attachment to the employee's passion for work. There are two sub-hypotheses:
 - Increasing the company's interest in the inspiring motivation to compensate reinforces the strength of its attachment in the employee's passion for work with its dimensions (harmonious passion, obsessive passion).
 - Increasing the company's attention to the inspiring motivation to evaluate performance enhances the strength of its association in the employee's passion for work in its dimensions (harmonious passion, and obsessive passion).
2. Increasing the company's well-thought-out interest in inspiring motivation for human resources affects the employee's passion for work. There are two sub-hypotheses:
 - The increased interest of the considered company in the inspiring motivation to compensate affects the employee's passion for work with dimensions (harmonious passion, and obsessive passion).
 - The increased interest of the considered company in the inspiring motivation to evaluate performance affects the employee's passion for work in its dimensions (harmonious passion, obsessive passion).

2.5 Study Sample

Study population was represented in the Union Food Industries Company in Babylon Governorate, while study sample is centered on the employees of this company, a total of 150 questionnaire forms were distributed to a group of employees in the company, and 147 questionnaire forms were returned. After classifying and analyzing the data using the statistical package SPSS, it was found that there were a number of damaged forms up to 14 forms, which means that the number of valid forms for analysis reached 133 forms, which is equivalent to a response rate of 88.67%.

3. The Theoretical Side

3.1 Inspiring Motivation for Human Resources

3.1.1 The concept of inspiring motivation for human resources

Inspiration plays a vital role in the lives of people and organizations. In an organizational context, inspiration is the responsibility of leadership. The role of leaders in motivating and inspiring people is often considered the key to productivity. The era of management by inspiration is gradually replacing the era of management by control. Inspirational leadership is the appropriate leadership style when workers are worried, production is poor, and businesses are unstable [5].

Inspiring motivation is part of a transformational leadership style, and is about inspiring enthusiasm and optimism in subordinates. Inspiring motivation improves organizational performance and builds trust and satisfaction in employees. Inspiring motivation includes the ability of leaders to align employees' personal goals with those of the company [6]. Inspiring motivation also promotes confidence and satisfaction and contributes to the success of the organization. Characteristics of motivated leaders include showing enthusiasm, optimism, belief in abilities, and affirmation Positivity and support for subordinates. Inspiring motivation reflects leaders' strong vision of the future based on values and ideals [7]. Whistles inspirational motivation as representing how leaders express their visions to motivate and motivate their subordinates to reach desired goals [8].

Inspiring HR motivation is a key concept in HRM and leadership [9]. The term refers to the process used by leaders and managers to motivate and encourage employees to achieve outstanding performance and excellence at work [10]. Inspiring motivation is more than just directing work and engaging individuals in their routine tasks, it seeks to arouse their inner passion and motivation to achieve the organization's goals [11].

Inspiring HR motivation is based on providing inspiring vision and sparking passion and desire to excel [12]. Leaders and managers aim to build a culture within the organization that fosters inspiring motivation, by setting ambitious goals and clarifying the vision and core values of the organization [13]. Inspiring motivation is based on trusting and collaborative relationships between leaders and employees, where the necessary support, guidance and encouragement are provided to develop their skills and achieve their full potential [14].

The researcher believes that the inspiring motivation of human resources is a crucial element in achieving success and organizational excellence. If leaders and managers can inspire motivation in employees, the organization will see increased productivity, creativity, employee satisfaction and more effective achievement of its goals.

3.1.2 The importance of inspiring motivation for human resources

HR motivation is important because it represents a technique that creates an attractive goal for the future and demonstrates optimism, enthusiasm, and leader behaviors that aim to inspire and motivate followers to achieve ambitious and challenging goals, or even seemingly far-fetched goals. Inspiring motivation involves the ability of leaders to inspire enthusiasm and optimism to their subordinates, and the result is improved organizational performance. The inspiring motivation structures addressed in this study are insight, optimism, confidence and motivation [7].

Inspiring motivation leads to extra effort beyond what motivation can achieve. Inspiring motivation uses a leader's vision and helps organizations seize opportunities for growth and development. Inspirational motivation has been empirically linked not only to the extra effort as discussed above, but also to ethical behavior, educational guidance, and project success. However, the extra effort is the real distinction between inspirational motivations which is fundamental to the discriminatory validity of inspirational motivations. This is because the extra effort leads to the "increased effect" of the motivation Inspiring. This growing influence explains the unique variation that goes beyond what transactional leadership represents. There are also studies that show a high correlation between inspirational motivation and extra effort. Despite the importance of inspirational motivation, the validity of the inspiring motivation building has been questioned [15].

3.1.3 Dimensions of inspiring motivation for human resources

Inspiring motivation is a key pillar for employees in supporting their internal capabilities in order to achieve their goals, obtain compensation and evaluate appropriate performance, and therefore the inspiring motivation of human resources can be measured through [16]:

a. Compensation: Rewards affect the participation of employees by influencing their activity in the organization by motivating them to develop their ability to focus on their work and develop their personal capabilities represented by financial and non-financial rewards, as employees feel more gratitude and interaction in the event that the organization is given more rewards to them and this motivates them to participate highly, and the level of participation within the organization depends on the perceptions of employees regarding the benefits they receive and as such the organization can provide high standards of satisfactory rewards for enhancing employee engagement [17].

b. Performance appraisal: Human resources management works to track the quality of the performance of employees in relation to goals such as job descriptions and goals for a particular job, and the process of ensuring that the activities and results of employees match the goals of the organization is called performance evaluation and performance appraisal activities include identifying the tasks and results of the job that contribute to the success of the organization, then different measures are used to compare the performance of employees during a certain period of time with the required performance [18].

The HR department monitors the quality of employees' performance through a performance appraisal process [19]. The organization's objectives are defined and the jobs of employees are described, and the tasks and results of each function contribute to the organization's success [20]. Various metrics and benchmarks are used to compare the performance of employees over specific time periods with the performance required of them. This process is called ensuring that the activities and results of employees match the goals of the organization. This process is also called the performance appraisal process and aims to achieve the desired objectives of the organization.

3.2 Employee's Passion for work

3.2.1 The concept of employee passion for work

The concept of passion for work has received attention from researchers in recent years and there are many views on the concept of passion for work, as it is seen as a concept derived from the Latin word (*passio*), which means (suffering); and then the individual is under the control of his passion and is the one who directs him to perform tasks, and in contrast passion is seen as a positive phenomenon. Reflect the necessary human feelings that push the individual to reach mastery and the top in performance. The literature of positive psychology has confirmed that the concept of passion for work provides the individual with psychological energy to participate and integrate into valuable activities and tasks, and that there are three determinants that clarify whether the activity will become a passion; the first: awareness of the values of the activity and its importance; the individual performs the activity if he forms preconceptions that it is useful and valuable to him, and the second: the individual's awareness of his abilities and potential that enable him to perform the activity, and the third: The individual's awareness of his ability to control everything related to and surrounds the activity he practices, the more he has a strong sense of his ability to control and control the course of the activity, the more willing he seems to practice it [21].

Passion is the first characteristic that successful entrepreneurs share, whether they work within the framework of a new company or run an existing business, and passion arises from the belief of entrepreneurs that their business will have a positive impact on the lives of individuals, as making a positive change in the lives of others is the main motivation behind many social initiatives, and successful entrepreneurs are characterized by a future vision and a strong desire to achieve positive change, They are the ones who work passionately to turn their ideas into reality, and are willing to make the necessary efforts and take risks to achieve their vision [22].

With the development and progress of economic globalization, individuals choose to start their own businesses under external support, which not only enhances the economic development of the country, but also reduces the employment situation to some extent, and this gives the entrepreneurial leadership great importance in supporting the behaviors of individuals by focusing on the psychology and behavior of entrepreneurs in depth [23]. That in the past years, entrepreneurship has evolved through its focus on the psychological and behavioral activities of individuals, and the use of emotional theory to explain the behaviors of entrepreneurs [24], entrepreneurial passion is a key trait that entrepreneurs must possess, which in turn can encourage them to face difficulties and use entrepreneurial passion as a supporting force to continue and achieve success and excellence in the business [25] [26].

The researcher believes that the employee's passion for work is a strong and positive emotional state towards the work he does. It also indicates a deep connection between the employee and the tasks and responsibilities he performs in the work environment.

3.2.2 The importance of employee passion for work

An employee's passion for work is of great importance in the context of work, and the importance of an employee's passion for work is highlighted in [27] [28]:

- a. The focus is on preparing business plans for potential investors in the context of entrepreneurs.
- b. Focus on investors' expectations regarding emotions, knowledge and behavior.
- c. Evaluate the goals and voices of investors and work to invest them better.
- d. Focus on fostering positive emotions associated with entrepreneurs' self-identity by participating in meaningful entrepreneurial activities.
- e. Entrepreneurial passion fosters the exploration of opportunities and the creation of new businesses.
- f. Entrepreneurial passion is a crucial element in motivating entrepreneurs and achieving their entrepreneurial success.

3.2.3 Remove the employee's passion for work

An employee's passion at work can be measured through two dimensions [29] [21]:

- a. *Harmonious passion*: Harmonious passion indicates that individuals independently choose the activities they like, generate positive emotions, and have a fuller experience [30]. That harmonious passion is more flexible and more effective in getting individuals committed to an activity [31]. When individuals find that they can benefit from the activity, they will commit to the activity [32].

Harmonious passion drives an individual to make a decision to engage in an activity [33]. Entrepreneurs driven by harmonious passion tend to develop and maintain positive relationships with others [26]. Harmonious passion alone will not adequately support an entrepreneur's commitment to the project in difficult times [34].

- b. *Compulsive passion*: Obsessive passion tends to impose negative consequences on relationships with others [33]. Obsessive passion can lead to burnout, impairing creativity and perseverance [32]. Obsessive passion is a necessary but insufficient, and potentially problematic, kind of passion in entrepreneurship [31]. The harmful effects of obsessive passion can be normalized or mitigated through the presence of harmonious passion and flexibility [30]. If the budding entrepreneur faces time pressures and difficult goals, he or she tends to invest significant time and effort in the project which leads to the development of obsessive passion [35].

4. THE APPLIED SIDE OF STUDY

4.1 Coding and characterization of study scale

Scale coding and characterization in a study is the process of converting information collected and extracted from study participants into symbols or numbers that can be analyzed and interpreted. The coding and characterization of the scale is used to summarize and analyze the data effectively and systematically, in order to make it easier for the reader to understand the variables and results of study, and Table (1) shows the description of the measurement tool.

Table 1. Measurement Instrument Description

Variables	Dimensions	Paragraphs	Icon		source
Inspiring HR Motivation	Compensation	4	ISHC	ISHR	Pukienė& Škudienė,2016
	Performance Appraisal	5	ISHP		
Employee's passion for work	Harmonious passion	7	EPHP	EPW	Al-Mansi,2023
	Obsessive passion	7	EPCP		

4.2 Normal Distribution Test

The results shown in Table (2) show that the responses of employees in Union Food Industries Company Ltd. towards the variables and dimensions of study are distributed in a manner similar to the normal distribution. This means that

employees in the company show a clear interest in motivation and employee passion for work. Accordingly, it could be considered to generalize these results to the community studied.

Table 2. Normal Distribution Test Results

variable	Kol-Smi		Sig
Compensation	0.152	0.096	0.200*
Performance appraisal	0.107		
Harmonious passion	0.125	0.122	
Compulsive passion	0.133		

4.3 Diagnosis and description of research variables

The results of Table (3) indicate that the general rate of motivation inspiring human resources contributes to achieving an arithmetic mean of (3.64) and a standard deviation equal to (0.58), and this is what contributed after evaluating performance by an arithmetic mean (3.73), which indicates the interest of employees in the company concerned with their motivation to improve their evaluation in the company and this is between a low standard deviation of (0.61), while after compensation came in last place by an arithmetic mean (3.54) and a standard deviation (0.74), which shows that inspiring motivation Human resources play a crucial role in enhancing employee performance. When employees have a desire and passion to work, they work harder and strive for success. Thus, their performance improves and they are able to achieve the goals of the organization effectively, when employees have a strong and inspiring motivation, they feel connected and satisfied with the work they do. This, in turn, increases staff retention levels and reduces turnover rates in the organization. Employees who feel satisfied and motivated at work tend to stay in the organization for longer periods.

The results also show that the statistical description of the variable of the passion of workers at work contributed to achieving an arithmetic mean of (3.50) and a standard deviation of (0.38), and perhaps the dimension of harmonious passion contributed to supporting this variable by an arithmetic mean of (3.65) and a standard deviation of (0.49), while after obsessive passion came in last place with an arithmetic mean of (3.36) and a standard deviation equal to (0.42). This shows the interest of the employees of the concerned company to improve the employees' passion for work in order to enhance their capabilities in harmonious passion, address obsessive passion and take responsibility for performing the tasks entrusted to them.

Table 3. Statistical description of study variables

No.	Mean	S D	No.	Mean	S D	No.	Mean	S D
ISHC1	3.69	1.05	EPHP1	3.75	0.95	EPCP1	2.58	0.99
ISHC2	3.55	0.92	EPHP2	3.81	0.89	EPCP2	4.13	0.86
ISHC3	3.31	1.22	EPHP3	4.11	0.92	EPCP3	3.77	0.94
ISHC4	3.62	1.07	EPHP4	3.65	0.96	EPCP4	3.75	0.99
ISHC	3.54	0.74	EPHP5	3.74	1.00	EPCP5	3.32	1.01
ISHP1	3.85	0.96	EPHP6	3.49	1.20	EPCP6	3.33	1.09
ISHP2	3.85	0.97	EPHP7	2.97	1.11	EPCP7	2.67	1.16
ISHP3	3.78	1.03	EPHP	3.65	0.49	EPCP	3.36	0.42
ISHP4	3.70	1.04				EPW	3.50	0.38
ISHP5	3.49	1.08						
ISHP	3.73	0.61						
BUY IT.	3.64	0.58						

4.4 Hypothesis Testing

The first main hypothesis: Increasing the interest of the studied company in the inspiring motivation of human resources enhances the strength of its connection in the employee's passion for work

Table (4) shows that the more the company studied is interested in the inspiring motivation of human resources, the more this contributes to increasing the strength of the correlation with the employee's passion for work by (0.669), in addition to the existence of a relationship between the inspiring motivation for compensation and performance evaluation towards the employee's passion for work by (0.622, 0.510) respectively, and this shows the validity of the first main hypothesis with its sub-hypotheses.

Table 4. Correlation matrix

	ISHC	ISHP	BUY IT.	EPHP	EPCP	EPW
ISHC	1	.453**	.881**	.508**	.537**	.622**
ISHP	.453**	1	.821**	.603**	.224**	.510**
BUY IT.	.881**	.821**	1	.645**	.463**	.669**
EPHP	.508**	.603**	.645**	1	.402**	.864**
EPCP	.537**	.224**	.463**	.402**	1	.808**
EPW	.622**	.510**	.669**	.864**	.808**	1
**.				Correlation is significant at the 0.01 level (2-tailed).		
				Sig. (2-tailed)= 0.000		
				N=133		

The second main hypothesis: the increased interest of the studied company in the inspiring motivation of human resources affects the employee's passion for work

The results of Table (5) and Figure (2) show that the more the company studied in the inspiring motivation of human resources, the more this leads to improving the motivation of the employee's passion for work, which in turn leads to an improvement of (0.444) and a standard error by (0.043), which shows that when the company pays great attention to human resources motivation, it enhances the level of motivation and engagement of employees. They feel important and motivated to achieve the organization's goals and are encouraged to perform at their best. Thus, their passion and determination to work creatively is increasing.

On the other hand, when employees feel that the company cares about their motivation and works to enhance it, they feel satisfied and emotionally connected to the company. This is associated with increased levels of loyalty and prolonged stay in the organization. Employees who are satisfied and passionate about work are more likely to stay and contribute to the success of the company.

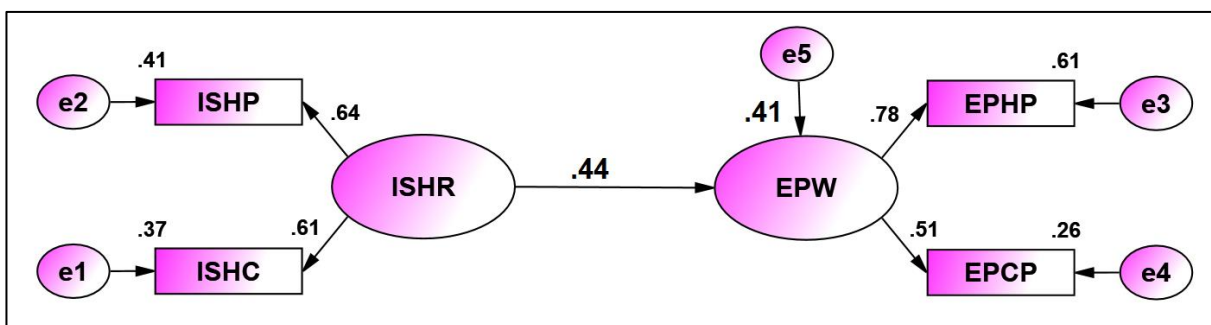


Figure 2. Standard model of the impact of inspiring motivation of human resources on employee passion for work

Table (5) shows that the inspiring motivation of human resources is explained by the value of (0.414) of the variation in the employee's passion for work, while the remaining value is due to factors not included in the study.

Table 5. Results of the Impact of Inspiring HR Motivation on Employee Passion for Work

path		S.R	S.R	C.V.	R ²	Sig.	
ISHR	-->	EPW	0.444	0.043	10.326	0.414	0.001

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

1. The results showed that when a work environment is provided that encourages inspirational motivation, employees can feel more committed to the tasks and goals assigned to them. It increases the passion for work and the aspiration to excel and achieve success.
2. The results showed that when employees have a true passion for the work they do, they become more able to think creatively and find new and innovative solutions. This motivation leads to increased productivity and improved employee performance.
3. The results indicated that when employees feel supported, appreciated, and encouraged by leaders and managers, their feelings of satisfaction and happiness at work increase. This feeling goes beyond routine tasks and leads to a strong connection between employees and the organization.
4. The results showed that when employees feel passionate about work and receive support and encouragement, they become more likely to stay in the organization for longer periods. Loyalty and belonging to the organization develop thanks to the influence of inspirational motivation.
5. The results showed that providing a safe work environment encourages inspiring motivation and enhances confidence and cooperation among employees. They share ideas and knowledge and support each other in achieving common goals.

5.2 Recommendations

1. The necessity of providing motivational opportunities for employees by assigning exceptional projects, aiming to achieve the employees' passion when they feel that they are growing, developing, and going beyond their current limits.
2. Mutual trust must be built between leaders and employees that enhances passion for work. Providing space for employees to express their ideas and opinions and encouraging them to participate in making important decisions enhances the feeling of belonging and responsibility.
3. Continuous learning and development opportunities should be provided to employees, by providing training, workshops, and skills development programs. When employees feel invested in and have opportunities to develop their skills and achieve their career ambitions, they feel passionate and connected to work.
4. The necessity of providing positive feedback and appreciation to employees for their efforts and achievements. By providing constructive guidance, achievable rewards, and public recognition for outstanding performance. Tangible and visible appreciation boosts employee passion and motivation.
5. Work-life balance should be enhanced for employees, by providing flexible work options, such as working remotely or providing flexible vacations. Promoting balance helps employees feel satisfied and happy and enhances their passion for work.

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