

## Abstract

The purpose of this study is to uncover whether employees are more satisfied in a mid-developed country rather than in a fully developed country within the same industry, by a comparison study between Austria (developed) and Morocco (mid-developed). This carries heavy importance due to the fact that, it may encourage migration to other mid-developing regions which could offer equal or more employee satisfaction. This is achieved by focusing on the experience of the employee through variables, such as; work situation, professional development, information and communication, company image and corporate culture. This is a comparative study, with a quantitative approach. Data was compiled with the help of an Austrian consulting firm that used questionnaires for data collection. The findings provide support for most of the research hypotheses according to which four out of the five hypotheses were retained, and only one rejected. There were relations between the literature review and the empirical part (secondary data), with majority proven in the results section. As a result, the data concludes that working in Morocco a mid-developing country may offer a more positive experience (given the variables), than one can experience in a developed country such as Austria, specifically within the automotive industry.

**Keywords:** Migration, Employee satisfaction, Employee CSF (critical success factors), work situation, professional development, information and communication, company image and corporate culture