

Several factors drive individual focus at Huawei, such as job satisfaction, motivational drivers, and personal needs. The company works to foster innovation and creativity through a number of things. Many employees work to satisfy their basic needs, such as work-life balance and job security, and then pay attention to higher needs, such as self-actualization, desires, and appreciation (Louca, Esmalinie, Thomas 2022). Herzberg's theory suggests that there are a number of factors that influence job satisfaction and dissatisfaction. When we talk about Huawei employees, we find that salary and satisfactory working conditions are strong indicators of dissatisfaction, while appreciation and career advancement factors drive employee job satisfaction (Herzberg, 2022). The Huawei Innovation Lab is an example of this, as it encourages employees to strive to innovate and develop new innovative ideas and solutions. McClelland's theory focuses on the importance of achievement and belonging to make them key motivational drivers.