Student film festival probes workplace woes

Sacramento State’s “Exploring Work Motivation in Motion Film Festival” will be held Thursday, Oct. 27, in the Hinde Auditorium at the University Union.

The festival’s overarching question is, “Why do some people love their job and some others hate it?” Since research suggests that employee motivation has been gradually decreasing in many U.S. organizations, these short films explore work motivation through multiple lenses.

Some 111 students have produced 18 short comedy films that will be shown. Each session (10:15 a.m. to 11:45 a.m. and 11:45 a.m. to 1:15 p.m.) will feature nine different short films, followed by a discussion during which field experts and the audience will analyze and integrate these films to draw fresh insights about work motivation. A jury panel will select the best film in each session. Complimentary beverages will be served during intermission.

The film festival project is supported by Sacramento State’s Pedagogy Enhancement Award Program and sponsored by the Dean’s Office at the College of Business Administration.

Business Administration Professor Hakan Ozcelik sees this as “an opportunity to highlight our students’ creativity, knowledge, and intelligence to those in business and on campus, including our alumni, students, faculty, and partners.” He believes it will prompt “our audience to think about how employees can be better motivated in organizations through an innovative lens by using the newly emerging arts-based approach in management education.”
To register visit www.cba_film_festival@yahoo.com by Monday, Oct. 24.

For media assistance, contact Sacramento State’s Public Affairs office at (916) 278-6156.

– Alan Miller
amiller@csus.edu

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