

Recent Advances in Motivation Aspects: An Analysis

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Abstract

Motivation can be defined in many ways. Mainly motivation comes from the inner-self of an individual who wants to reach and achieve a particular goal. Motivation also depends on the psychological condition and state of an human being and motivation also depends on the willingness and enthusiasm of an individual to do, perform and accomplish the goals and tasks. Motivation is mainly divided into two ways namely Intrinsic Motivation and Extrinsic Motivation. Motivation is the combination of complex forces starting and keeping individuals in an organisation.

Keywords: Achieve, particular, willingness, enthusiasm, tasks.

Introduction

As it is known that there are two main types of motivation, Intrinsic Motivation and Extrinsic Motivation. Intrinsic Motivation indicates the behaviour which is driven by the intention of internal rewards. It can be said that Intrinsic Motivation deals with the demand of an individual which comes from within. Extrinsic Motivation indicates the behaviour which is driven by the intention of external rewards such as money, fame, grades and praise. In other words it can be said that extrinsic motivation is engaged with the behaviour which arises from the external demand because it is naturally satisfying for an individual. Some examples of intrinsic motivation could be participating in a sport because it's fun for an individual to enjoy it rather than doing it to win an award, learning a new language because an individual may like experiencing new things. The importance of intrinsic motivation is like the growth of an individual's mindset and finding their work more meaningful because they are putting their best from inner-self to do the work. Some examples of extrinsic motivation could be playing sports for trophies, completion of a task for the sake of money. The importance of extrinsic motivation can be useful for an individual to make a position in the society and to also complete the task, before assigning a reward base task. It is important to know whether the individual is satisfied with the reward which will be given on the completion of a task.

Theory

The most famous theory of motivation, which is named as the two-factor theory, is also known as Herzberg's motivation-hygiene theory and dual-factor theory. The theory was developed by the psychologist Frederick Herzberg. This theory looks into the matter that there are certain set of factors present in an organisation that causes job satisfaction and there are certain set of factors which causes

dissatisfaction, all of which act independent of each other[1]. The set of factors which causes dissatisfaction among the workers are poor working conditions, policies and administrative practices, salary benefits, supervision, status, job security, co-workers, personal life. The set of factors which causes motivation amongst the workers are recognition, achievement, advancement, growth, responsibility, job challenge. There is a very vast comparison between Abraham Maslow's need hierarchy theory and Frederick Herzberg's two factor theory. In both the theories, the factors are more or less same. In 1968 Herzberg stated that this two-factor study had already been replicated 16 times in many countries, some of which were also communist countries. According to Herzberg's two-factor theory, there are four possible outcomes which are as follows:

1. High Hygiene + High Motivation: This type of situation is the ideal situation for the employees and they get highly motivated and few complaints.
2. High Hygiene + Low Motivation: In this situation the employees have few complaints but they are not highly motivated also, they treat their job as pay check.
3. Low Hygiene + High Motivation: Here the employees are highly motivated but they have a lot of complaints. A situation where the job is exciting and challenging but the salaries and work conditions are not up to the desired level.
4. Low Hygiene + Low Motivation: This is the worst scenario in an organisation where employees are not motivated and have many complaints. ¹

Data Analysis

There is a reputed coffee shop which happens to spread its wings to a great extent all around the world. It was founded by three friends Jerry Baldwin, Zev Siegl and Gordon Bowker who knew each other from University of Seattle in 1971 named "Starbucks". The organisation believes in Motivation. They follow mainly three factors in Motivation namely equal treatment, listen to employees, good welfare measures[4]. According to Starbucks, they think that debt financing is not the best choice for the organisation. Thus they opt for allocating stock dividends amongst all the employees with a free script issue. By this event, the employees can get benefits from the dividends of the company. Because of this policy, they have the same goal; the employees of the organisation are the most essential asset of the organisation.²

In the modern and competitive world, business organisations are facing continuous problem with commitment, engagement, belief, recruitment and retention of their employees. It is found, through multiple studies across different countries and across different industries, that in case of people doing the job passionately, the organisation in which they are working is in minority[7]. DID (Development Dimensions International) in their research reveals that only 19 percent of employees are highly and passionately engaged with their organisation. There were 69% of employers from last year surveys who faced retention difficulties, the figure has been increased by 9% in this year survey. Private sector business claims to be facing difficulties for keeping a hold on their employees in comparison to other

¹ https://en.m.wikipedia.org/wiki/Two-factor_theory

² https://www.academia.edu/5156846/HRM-_A_CASE_study_on_-_STARBUCKS_CORPORATION_Motivation_and_Teamwork_

sectors. Not only in this, but also in the field of recruitment, enormous difficulties are experienced by a large proportion of this kind of organisations.³

Conclusion

Motivation is all about giving the employees the right amount and right proportion of proper guidance, direction, resources and rewards so that they get keen to do the job and to work in the way how the Job area wants. So, a part of difficulties in an organisation can be solved through implementing proper motivation. In this era, organisations are mainly focusing through Human resource management. A manager who can handle the employees effectively is a successful one. An organisational body should always keep in mind that employees are not solely motivated by money only and the employee behaviour is linked with the attitude of the organisation.

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