

Subject - Management Principles And Applications

Topic- Motivation :Concept & Theories

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- Concept of Motivation
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Meaning of Motivation

- Motivation is derived from the word 'motive' which means that latent power in a person which implies him to do work.
- Motivation is a process which stimulates people to work for the attainment of a desired objective.
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Definitions of Motivation

- According to Koontz and O'Donnell, “To motivate is to induce people to act in a desired manner.”
- According to W.G. Scott, “ Motivation means a process of stimulating people to action to accomplish desired goals.”

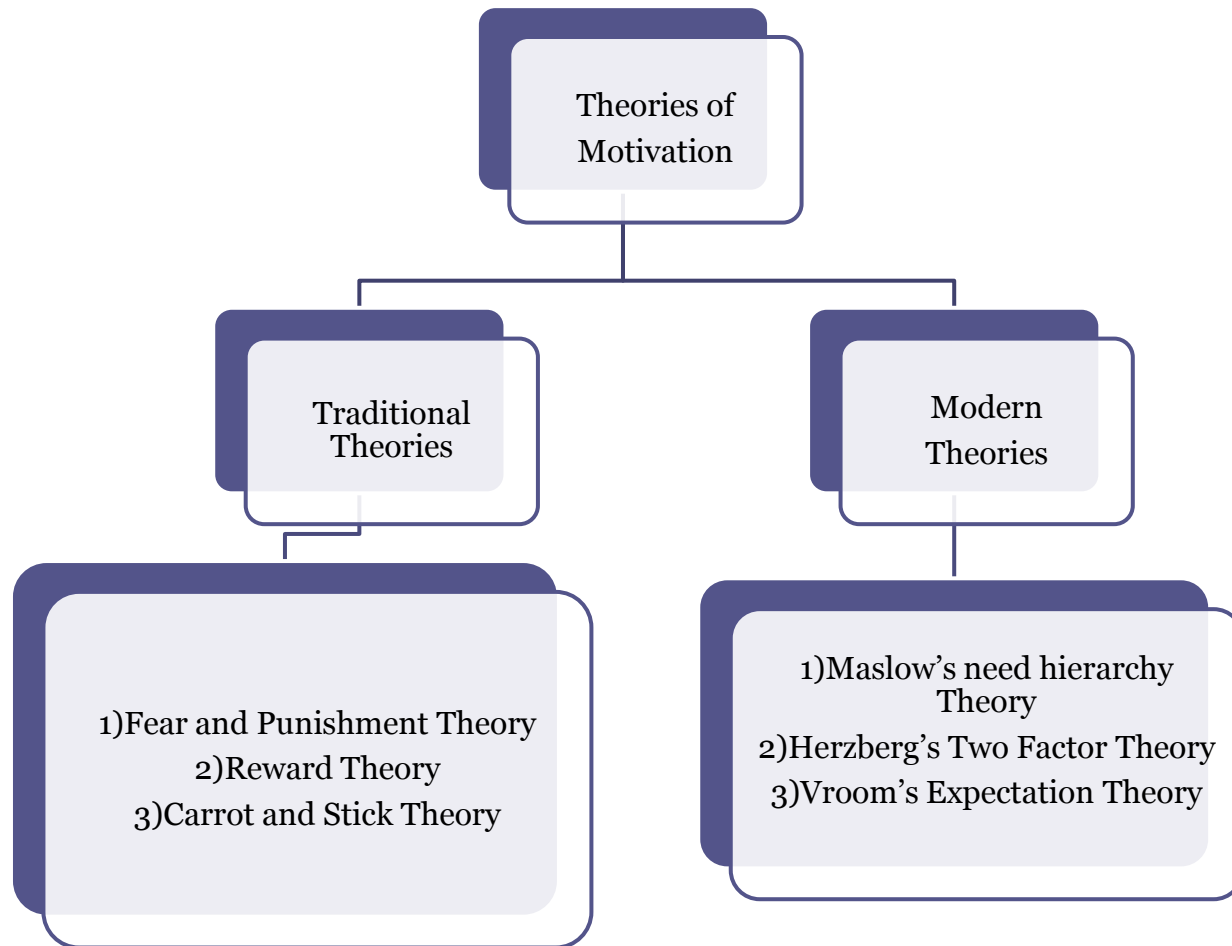
Characteristics of Motivation

- It stimulates people to do work
- It create morale
- Motivation is personal and psychological concept
- Motivation is goal oriented
- Motivation is a continuous process

Motivation Process

unsatisfied need	Tension	Drive	Search Behavior	Need satisfied	Reduction Of tension
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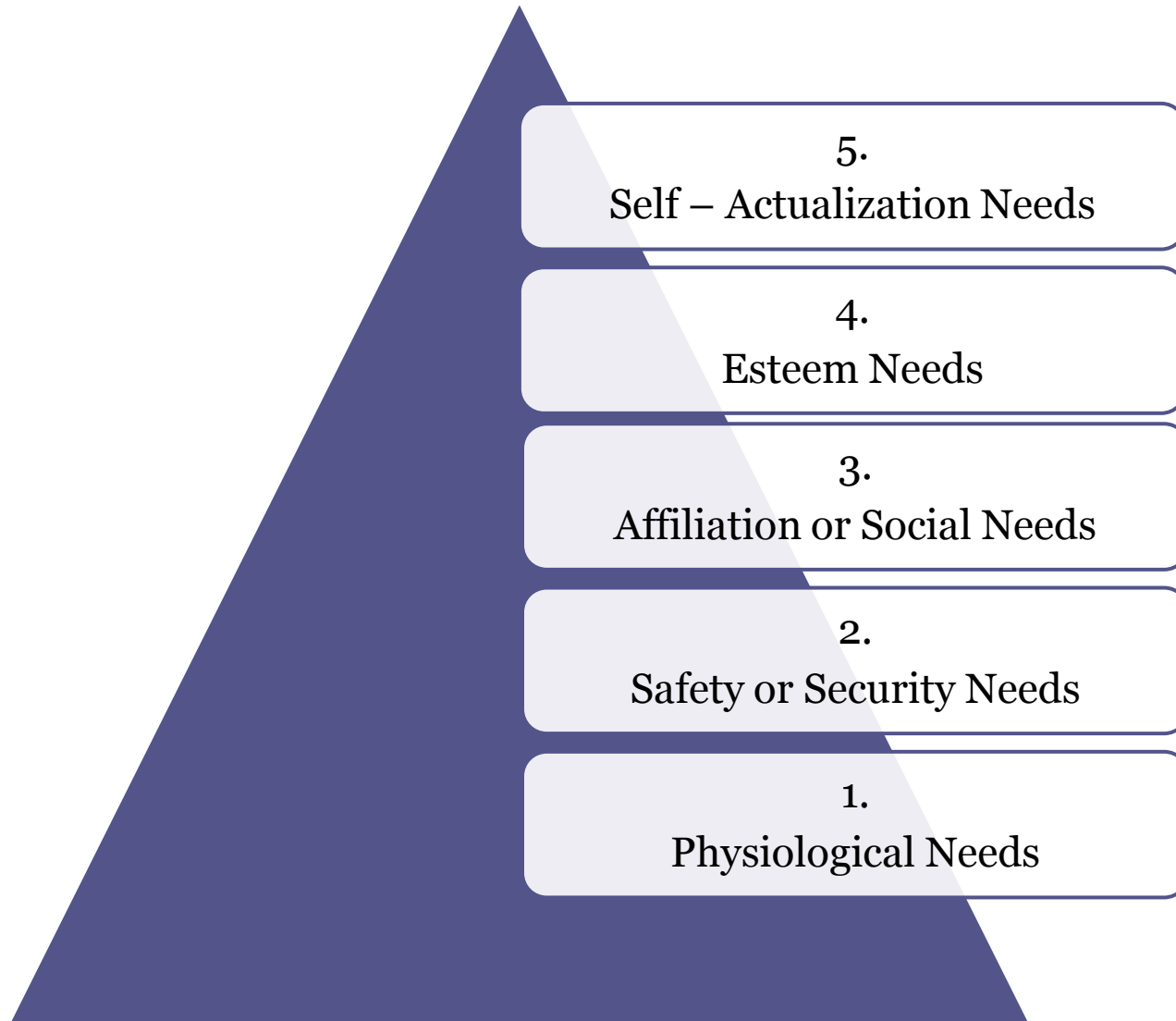
Theories of Motivation



Maslow's Need Hierarchy Theory

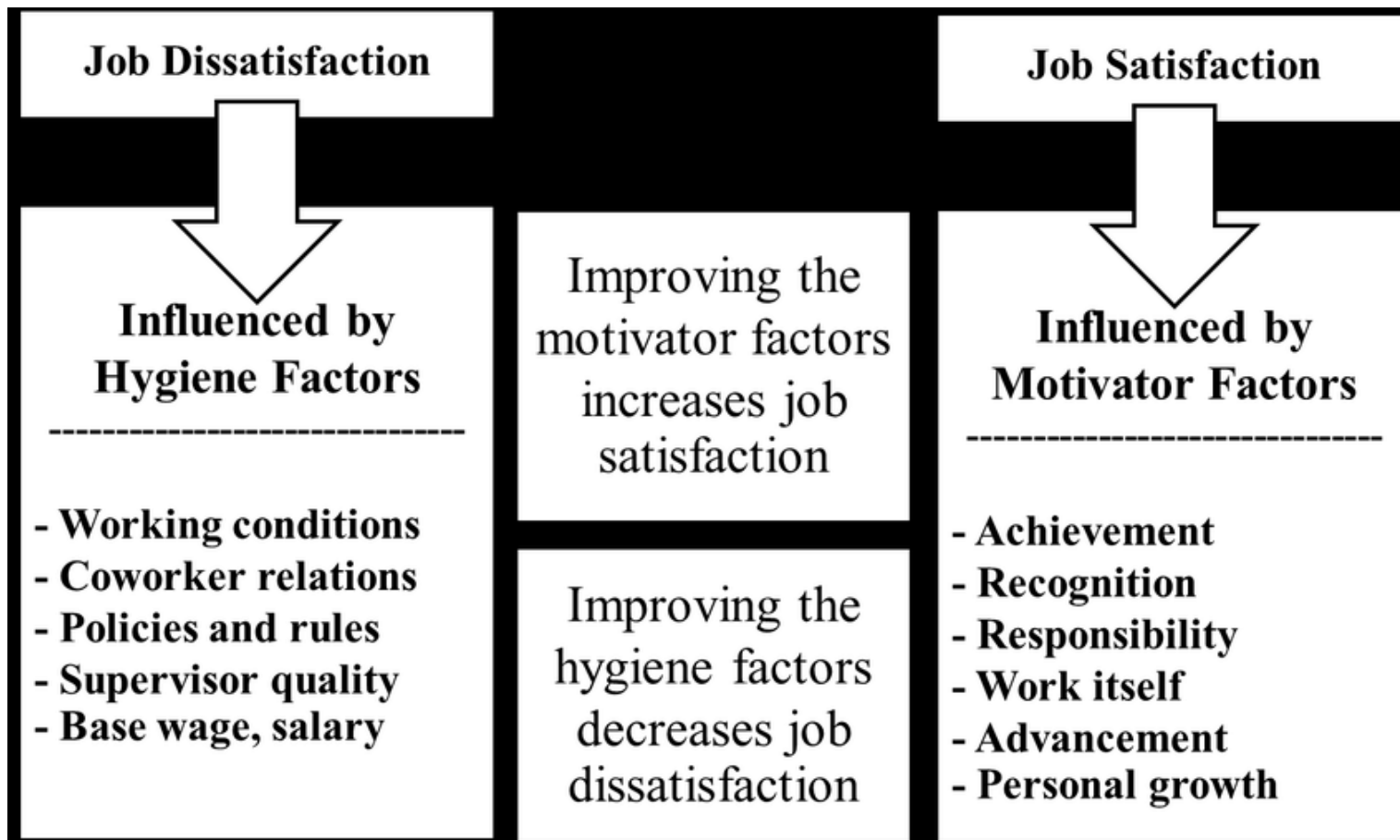
- The advocate of this theory is Abraham Maslow who first of all presented the Need Hierarchy Theory of motivation in 1943.
- It is that theory of motivation which is based on a hierarchy of five human needs.

Maslow's Need Hierarchy Theory



- 1. Physiological Needs : These include Food , Shelter , Clothing & Sleep.
- 2. Safety Needs : These include physical , economic & psychological needs
- 3. Affiliation or Social Needs : Affiliate with others , be accepted & belong.
- 4. Esteem Needs : To achieve, be component, gain approval & belong
- 5. Self Actualization Needs : Self fulfillment & realize one's potential.

Herzberg's Two Factor Theory



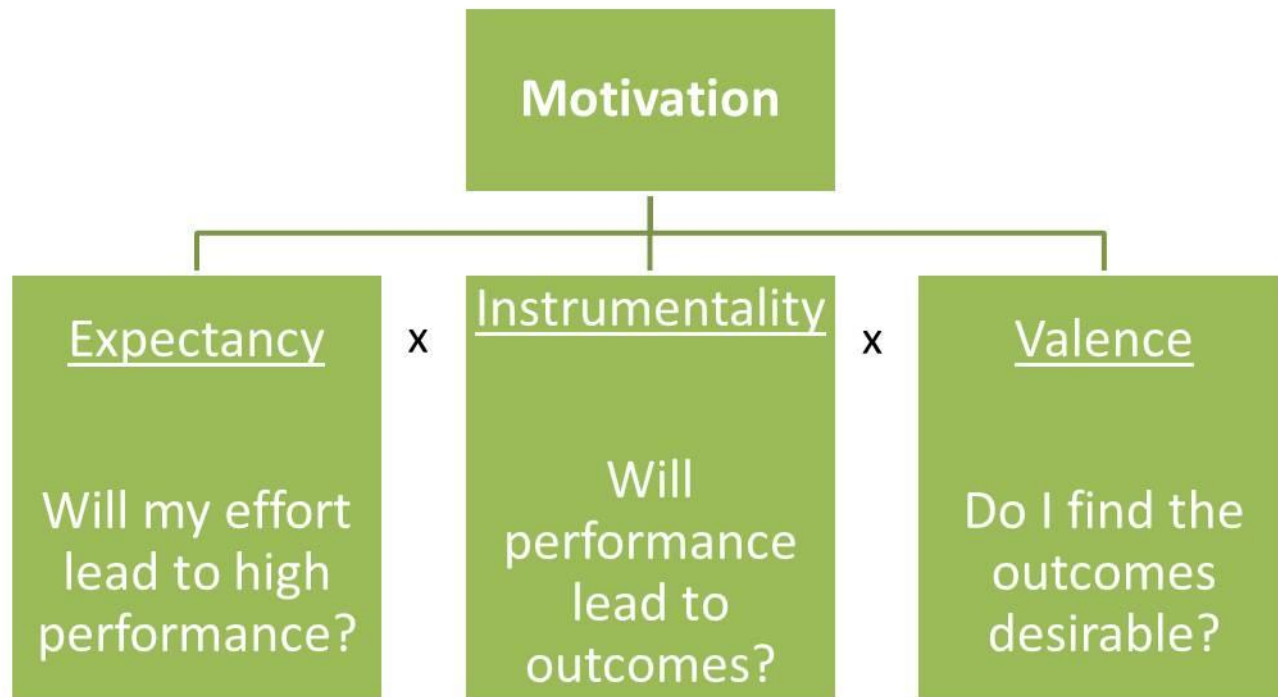
Vroom's Expectancy Theory

- This theory is given by the psychologist Victor H. Vroom in his 'Expectancy Model of Motivation'.

In Algebraic form Vroom's model may be stated as below :

$$\text{FORCE(MOTIVATION)} = \text{VALENCE} * \text{EXPECTANCY}$$

Vroom's Expectancy Theory



Vroom's Expectancy Theory





THANKS