



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA202 - HUMAN RESOURCE MANAGEMENT

I YEAR /II SEMESTER

Unit 4 - SUSTAINING EMPLOYEE INTEREST

Topic 3: Motivation



MOTIVATION

DEFINITION

Motivation is the process of inducing people to come out with better results.

CHARACTERISTICS

- ▶ Motivation is an internal feeling.
- ▶ Motivation is a continuous process
- ▶ Motivation is inter-related
- ▶ Motivation is different from person to person.



IMPORTANCE

- Higher individual productivity
- Higher involvement
- ▶ Higher commitment
- ▶ Higher team spirit
- ▶ Higher job satisfaction
- ▶ Higher objective achieving ability
- ▶ Higher profitability
- ▶ Effective utilisation of available resources.
- ▶ Better interpersonal relationship between employees.
- ▶ Higher morale



CONTD...

- ▶ Low employee turnover
- ▶ Lesser absenteeism
- ▶ Acceptance of organisational change
- ▶ Lesser wastage, errors accidents
- ▶ Less supervision cost
- ▶ Higher creativity of an employee
- ▶ Higher co-operation
- ▶ Higher organisational image among the people



STEPS IN MOTIVATION

Unsatisfied Need

v

Tension

v

Drives

v

Search Behaviour

v

Goal achievement

v

Need satisfaction

v

Reduction of tension



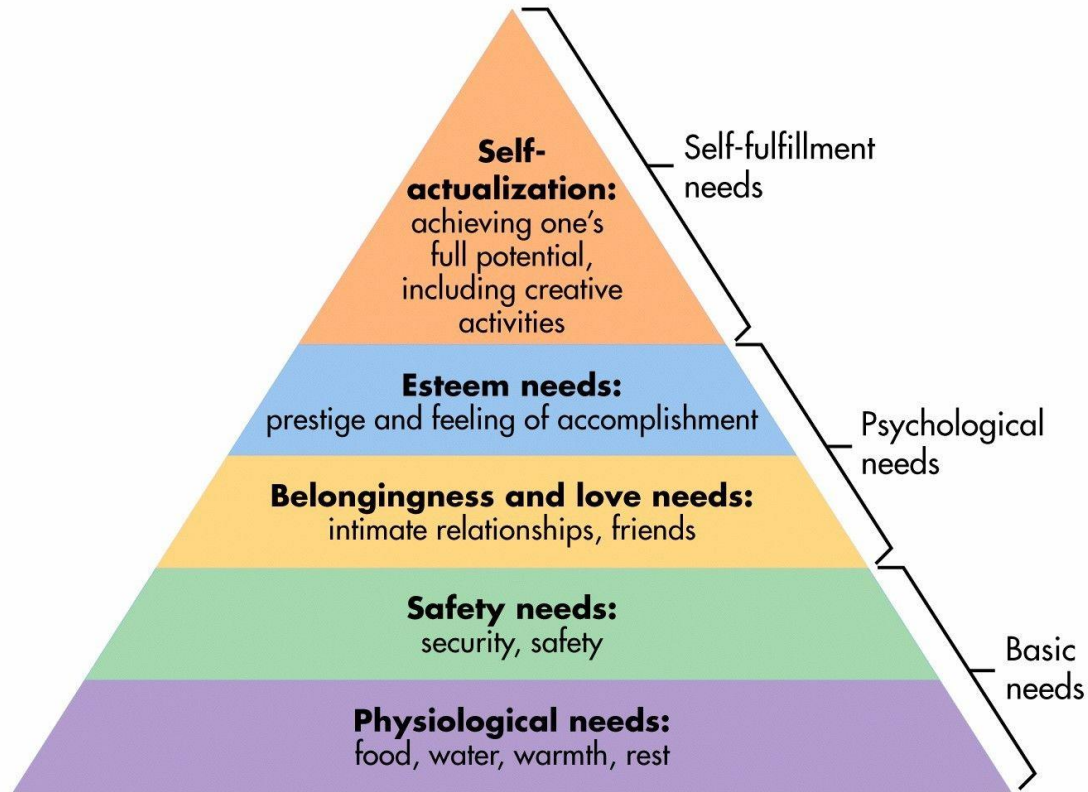
THEORIES OF MOTIVATION

Maslow's Need Hierarchy

- ▶ Basic Needs – water, food, shelter etc
- ▶ Safety Needs – from natural threats & accidents
- ▶ Social Needs – love and belongingness (eg) relationship with others
- ▶ Esteem Needs – other name is ego need (eg) responsibility, status & power
- ▶ Self actualisation needs – Mahatma Gandhi, Vivekananda are few examples.



MASLOW'S THEORY OF MOTIVATION





CARROT & STICK APPROACH

Carrot – implementing all the positive reinforcement or positive motivation to better performing people.

Stick – extends punishments to poor performers or indifferent attitudes.



X THEORY

X theory:- describes the people's character in the following order.

1. People/employees are pessimistic
2. People/employees are lazy
3. Negative attitude
4. Bad behaviour
5. People are rigid
6. Not punctual
7. Suffering from inferiority complex
8. Gossiping others
9. Demotivating himself as well as others
10. Always dislike work.



Y THEORY

Y- theory describes the employees character in the following order.

1. Employees have good attitude
2. Employees are optimistic
3. Good behaviour
4. High energy level & enthusiasm
5. Hard working in nature
6. Smart working ability
7. Involvement and innovation
8. Higher flexibility
9. High confidence level
10. Naturally employers are good leaders
11. Pleasing personality
12. Assertive in nature
13. Efficient
14. Always like the work



Herzberg two factor theory or Two Factor theory or motivation hygiene theory

Experiment:

- ◀ Herzberg carried out his famous survey of 200 accountants
- ◀ Respondents eventually were asked 2 questions.
 1. When did you feel particularly good about your job
 2. When did you feel exceptionally bad about your job.



CONTD...

RESULT:

It was revealed that factors which made respondents feel good where totally different from those which made them feel bad.

According to Herzberg Satisfaction and dissatisfaction are not opposite poles of one dimension, they are two separate dimensions.

Satisfaction is affected by motivators and dissatisfaction is by hygiene factors



Hygiene Factor / Extrinsic	Motivators / Intrinsic Facto
<ol style="list-style-type: none">1. Company Policy & administration2. Supervision3. Relationship with supervisors4. Working condition5. Salary6. Relationship with peers7. Personal life8. Relationship with subordinates9. Status10. Security	<ol style="list-style-type: none">1. Achievement2. Recognition3. Work itself4. Responsibility5. Advancement6. Growth



RECAP

QUESTIONS???

THANK YOU