



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade

Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai



DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

UNIT 3- INDIVIDUAL BEHAVIOR

Topic 3.2(a): Motivational Theories



MOTIVATION THEORIES



Maslow's Hierarchy of Needs





MOTIVATIONAL THEORIES

McGregor Theory of X and Y

Theory X Manager beliefs

- Employees **dislike work**, avoid responsibility.
- Emphasis on continuous **monitoring and supervision**
- **Rewards or Punishments** are used for motivating employees. Management believes employees work is based on their own self-interest.
- **"We vs They"** relation between management and employees.

Theory Y Manager beliefs

- Employees are self motivated, **enjoys their work**, and ready to take more responsibility.
- Believes that employees can work **without supervision.**
- Giving **more responsibility**, and empowering to take decisions are used for motivating employees.
- **Collaborative** and **cordial** relations between management and employees.



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:

- ◀ Herzberz 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.



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

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



MOTIVATIONAL THEORIES



HERZBERG'S THEORY OF MOTIVATION

SATISFACTION

- Achievement
- Recognition
- Growth
- Responsibility
- Advancement
- The work itself



DISSATISFACTION

- Security
- Status
- Salary
- Supervision
- Organizational policies
- Work environment





MOTIVATIONAL THEORIES



Carrot & Stick Approach Motivation

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

Stick – extends punishments to poor performers or indifferent attitudes.



THANK YOU