



# Employee Motivation

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**Abstract:** Now a days employee motivation is very important for the development of the organization and to achieve goals. Previously we used to think that only money can motivate. But after researching we found it that not only money but also other things also play a vital role. e.g. - good relationships among themselves and upper authority, friendly and healthy environment, fringe benefits, opportunity of getting free schooling and medical benefits etc. Employee Motivation will help the employees to stick with the organization and love for the organization, which will automatically give profits to the organization and there will be less absenteeism, less frustration, which will help both employer and employees to build their career. Before we used to think that motivation is only done by incentives. But later many experts of management told that with incentives, mental satisfaction, friendly environment is also needed. Many organizations motivate the employee by giving e.g. - schooling facilities for their kids, medical benefits etc. Human relation and human behaviour is also linked with Employee Motivation.

**Keywords:** Employee, Motivation

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## INTRODUCTION

According to Matina, motivated employees make more profit to the organization. And motivated employees are also linked with less absent, less stress, less boredom.

Motivation is the word which means needs, desires, wants drives with the person. According to Panagiotakopoulos, the motivation fully depends on the HR. He should be very much alert while recruiting. Before carrot and stick was used, but now human relation theory, human behaviour theory has opened the eyes.

As per KuoCamelines, due to external and internal changes the employee became nervous. The HR needs to motivate them by doing training, developing skill, cope up with the environment. Sometimes they can be motivated by giving any award or certificate also.

## Merits of Employee Motivation

- Profit of the organization
- Less absent
- Stick with the organization
- No strike
- Job satisfaction
- Love the organization

- Less stress and boredom
- Goodwill of the company

#### **Demerits of the organization**

- Loss of the organization
- Absentism
- Switch to other organizations
- Strike
- No job satisfaction and mental satisfaction
- Stress, boredom and unhappy employees which effect negativity to the organization.
- Badwill of the company.

#### **Theories**

##### **a) Maslow's Merchy of Needs**

- Physiological needs
- Safety needs
- Esteem needs
- Self actualization needs

##### **b) ERG theory**

- Existence needs
- Relatedness needs
- Growth needs

##### **c) Herzberg two Factors theory**

- Satisfaction
- Non satisfaction

##### **d) Gregor Theory X and Y**

- Negative attitude
- Positive attitude

**e) McClelland's need theory**

- Need for power
- Need for affiliation
- Need for achievement

Sometimes for motivation, counselling has also been done.

According to Gracia promotion system is also a type of motivation.

According to Jung & Kim working environment is also linked with motivation.

According to Yamamoto reward for good work & job security also increases confidence to work.

**OBJECTIVES**

- Many organizations think that only Money power can motivate
- But along with that mental satisfaction, friendly environment & job satisfaction also needed.
- After visiting some banks ICICI, HDFC gathered some information that the staffs and managers are working only for bread (same thing observed in some other organizations).
- But if they are motivated and place them in a friendly environment they may perform better and that will result more profit in the organization.
- Before there was less competition in the market but now due to globalization period employee should be more effective, more skilled and have a love for the organization so that they stick on it which is impossible without motivation.
- If the employee is motivated then sometimes they can also give extra time to the organization.
- Always motivation is not mean by money. Sometimes motivation is also done by giving awards or certificate.

**Challenges**

- The cream employees of rural or urban are shifting to foreign countries after getting better opportunities.
- Now the domestic companies should try to motivate them and to stick with the organization.

**IMPACT**

- The developed countries are very much advance in technology so the developing countries should make themselves upgraded. People are social; they love to live with other people. So they can do team work.
- According to Barney and Steven, organization should be democratic. Employee should be allowed to give their suggestions, advice, and feedback during the meeting.

- Many companies are giving free education facilities for their children and medical facilities also.
- But salary may be little less. But these types of facilities play a role to motivate the employees.

### **Challenges**

1. Financial problem is there. the organization sometimes could not have enough finance for the motivation.
2. There may occur same management problems for motivating.
3. Not skilled hr(sometimes this is responsible for not motivating the employees)
4. Due to policies or power the employees can't be motivating.

So to overcome this, the NGOs, Government should take effective steps.

### **CONCLUSION**

As now-a-days there are a lot of unemployments, so getting employees is very easy.

But skilled efficient employees are needed in the organization. The organization should motivate the skilled efficient employees after recruitment.

According to Ashmas&Duchon an organization is blind without employees.

Motivation is also linked with physical mental satisfaction without motivation to the employees an organization cannot grow up or have a good will.

Good friendly environment, good relation are also a part of motivation.

According Garg&Rastogi new issues on job design, research & practices have been started for motivation of employees.

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