



Motivation, Motivating & Motivation theories

Motivation is one of the basic psychological processes. Motivation is an inner motive that encourages human behavior. Motivation can be activated by various **stimuli** (stimulating or motivating factors). Motivation is closely related to human **performance**.

The aim of **motivating** is activation of a person, stimulation of internal driving forces and direct their behavior to reach an **objective**. For the organization motivating of individuals is one of the **key success factors**.

Using motivation to create and encourage the inner interest in the people, willingness and their to engage in fulfilling their tasks and goals of the organization. Motivation is simply related to achievement of specific goal and satisfaction of achieving it. The key is to achieve a **genuine internal commitment**.

Motivating is the effort of a individual or individuals to create within another individual (other individuals) motivation for the desired behavior and in practice, it is a necessary part of management, and it is based on that person in terms of its natural motives of not wanting to work unless it has a motivation.

Self motivating is an effort of a human individual to motivate himself.

Basic division of **motivation factors** is:

- › **Positive motivation** - is based on reward for better performance:
 - › Material participation factor
 - › Moral value factor
 - › Self-realization factor
- › **Negative motivation** - is based on the power factors:
 - › Factor of existence
 - › Fear factor (fear of work or job loss)

Overview of best-known **motivation theories**:

- › Adams' theory of justice
- › Alderfer's motivation needs theory (ERG)
- › Herzberg's Two-factor theory
- › Maslow's pyramid of needs
- › McClelland's acquired-needs theory
- › McGregor's XY theory
- › Skinner's reinforcement theory
- › Vroom's expectancy theory

Related management fields:

- › Human resources management
- › Managerial functions/activities
- › Management
- › Time management
- › Leadership & Communicating

Related disciplines:

» Psychology

» Social Psychology