

## “Employee Motivation: Need and Importance in Global Scenario”

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### Abstract

The success of the organization depends upon the willingness to work, ability to work, behavior and interest of the employees. The organization goals are achieved through the right directing of human behavior in desired manner.

Motivation is one the important functions of management. Motivation is concerned with the direction of functions of management. Direction helps to achieve the objectives of our organization.

Motivation is never ending process which impels the members of the team to accomplish the desired goals. Motivation is goal oriented behavior. Motivation is important function of human resource management. HRM is main interested for proper utilization of manpower and contributes to good extent in achieving the objective of the organization hence management can strategically motivate the employees, motivation in goal oriented behavior.

Various types of motivation, negative motivation, positive motivation, extrinsic motivation, intrinsic motivation, financial and non-financial motivation.

**KEYWORDS:** Motivation, direction, behavior, loyal, willingness, productivity.

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### Introduction:

The success of the organization depends upon the willingness to work, ability to work, behavior and interest of the employees. The organization goals are achieved through the right directing of human behavior in desired manner.

Motivation is one of the important functions of management. Motivation is concerned with the direction of functions of management. Direction helps to achieve the objectives of our organization.

Motivation is never ending process which impels the members of the team to accomplish the desired goals. Motivation is goal oriented behavior. Motivation is important function of human resource management. HRM is mainly interested for proper utilization of manpower and contributes to good extent in achieving the objective of the organization hence management can strategically motivate the employees, motivation in goal oriented behavior.

Various types of motivation, negative motivation, positive motivation, extrinsic motivation, intrinsic motivation, financial and non-financial motivation.

### **Definition:**

Koont'z and O'Donnell "Motivation is a general term applying to the entire class of drives, desires, needs, wishes and similar forces that induce an individual or group of people to work"

Scott "Motivation means a process of stimulating people to action to accomplish desired goals"

### **Why Employee Motivation?**

#### **Need of Motivation:**

Present business environment is very uncertain and risky. In present competitive situation if a slight mistake is there then it may lead to the business being in great problems.

The human resource is critical and difficult to manage it is because human behavior is highly unpredictable. Out of all the factors of production manpower has the highest priority. If the employees are highly talented and motivated then they would be in position to give better performance. Motivation makes the employees loyal to the organization.

Today the need for highly talented and motivated human resources is felt.

There is a need for motivation to create willingness in the minds of employees to do a job and to achieve productivity.

#### **Importance of Motivation:**

Clarnce Francis, the former chairman of Green Ford, (USA) once remarked:

**"You can buy a man's time;**

**You can buy a man's physical presence at a given place...but**

**You cannot buy his initiative**

**You cannot buy loyalty...**

**You have to earn these things."**

Management is principally task of planning, coordinating, motivating and controlling the efforts of others towards specific objectives.

The Organizational objectives cannot be achieved without employees motivation & employees satisfaction motivation makes a very important contribution to the development of organization's human resources and hence to achievement of its aims and objectives.

### **Brief importance of motivation:**

- i. Helps in realizing organizational goals
- ii. Help to achieve productivity
- iii. Maximum utilization of resources
- iv. Willingness to work
- v. Reduction labor turnover
- vi. Reduction absenteeism
- vii. Helps to solve the labor problems
- viii. Increase in the efficiency of employees
- ix. Building of good employer-employee relations
- x. Maximum utilization of production factors
- xi. Employees may work whole-heartedly for the realization of organizational goals

### **Conclusions of suggestions:**

The human resource is critical and difficult to manage. Motivation makes a very important contribution to the development of organization's human resources and hence to achievement of its objectives and aims. Motivation is goal oriented behavior.

If the employees are highly talented and motivated then they would in positions to give better performance.

The need for highly talented and motivated human resources is felt.

### **Suggestions:**

- i. Manager should focus on employee motivation
- ii. Proper motivation is possible only through proper analysis of the psychology of employees
- iii. Highly talented and motivated human resources play key role to achieve objectives and aims of the organization.
- iv. Proper care should be taken by management in framing motivational system.

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