

Motivation-I

Umakanta Nayak

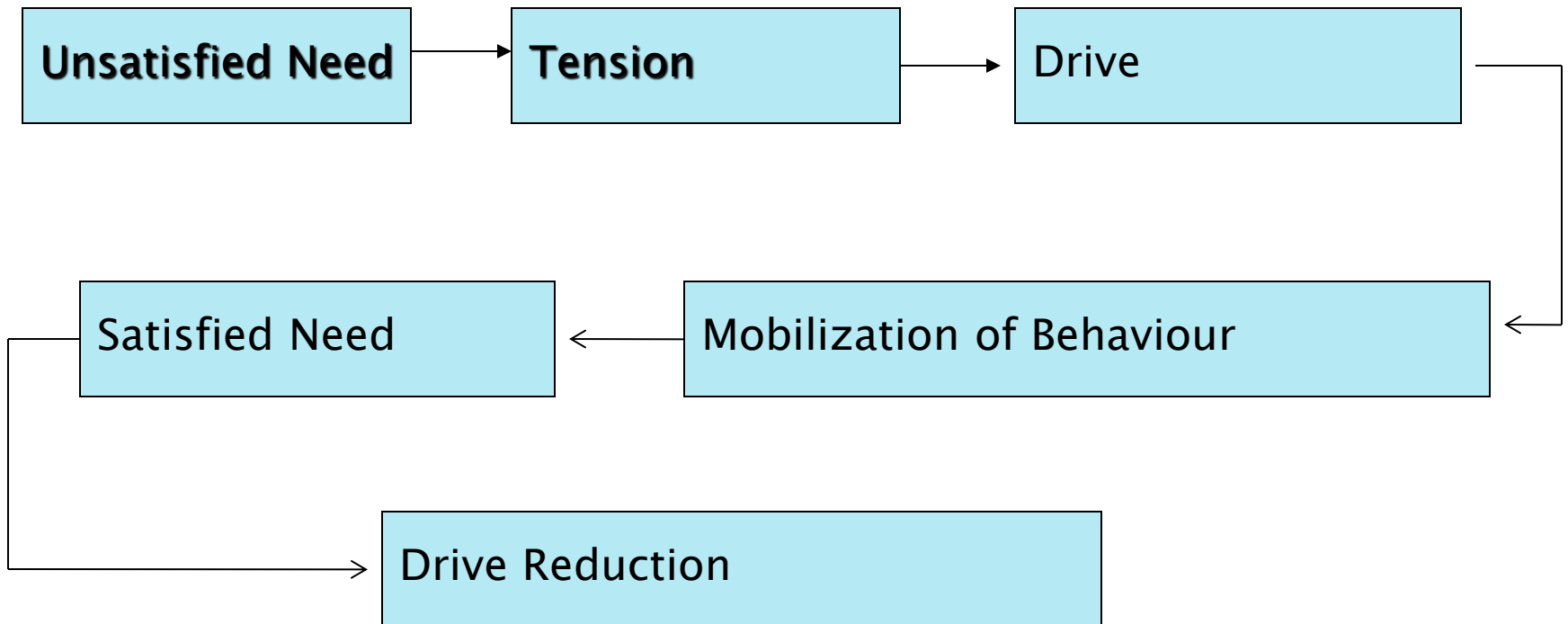
MOTIVATION

- ▶ Motivation refers to states within a person or animal that drives behaviour towards some goal.
 - (i) a state that drives behaviour
 - (ii) arousal of behaviour by this physiological state
 - (iii) direction of the behaviour towards a specific or selective goal
- Drive : It is a physiological state, that leads one to activity.

It is purely an energy which is mobilized and made available for activity.

It is a consequence of unsatisfied need.
- Goal : it is a reward, an incentive towards which behaviour is directed.
- Motives are inferences from behaviour

Basic motivation process:



Types of needs:

- ▶ Primary Needs: Food, Water, Sleep, Sex
- ▶ Secondary Needs: Need for Power, Achievement, Status, Affiliation
- ▶ Consequences of non fulfillment of need:
 - Frustration
 - Aggression
 - Withdrawal

Motivation in OB

The result of the interaction between the individual and the situation.

- The processes that account for an individual's intensity, direction, and persistence of effort toward attaining a goal – specifically, an organizational goal.
- Three key elements:
 - **Intensity** – how hard a person tries
 - **Direction** – effort that is channeled toward, and consistent with, organizational goals
 - **Persistence** – how long a person can maintain effort

Motivation and Performance:

- ▶ Performance = $f(\text{Ability} \times \text{Motivation})$
- ▶ Factors Affecting Performance :
 - * Individual
 - * Situational

Motivation of the individual, sense of competence, ability, role perception, organizational resources, etc.