

Staff motivation research related to the main theory of motivation

PhD (C.) Latif Krasniqi

Faculty of Tourism and Hospitality - Ohrid, Macedonia

Abstract

The purpose of this paper is to explain motivation in terms of the most important motivational theories. Analysis and treatment on this topic is not comprehensive, as this theme or issue itself is much wider, but I have only addressed a few points or elements that are essential and are the most important.

I have tried to present an analysis and description of the role of motivation in the behavior of an individual or group to accomplish many goals to achieve greater success both in the career development and the organization.

Motivation as a concept is a key element of virtually every human activity, whether it be an individual, group, team or business organization. Without motivation or without stimulating work, achieving a particular goal, task or strategy is almost impossible.

Managers and employees want to achieve a situation in which through the motivation process will be ensured the improvement of the effectiveness and efficiency of the enterprise or organization and the improvement of the market position of enterprises towards the competitors.

Therefore, in this paper after the presentation of data and general descriptions, at the end of the paper are also presented the conclusions and recommendations on the motivation that we think are useful and contribute to behavior, satisfaction, development and stimulation in achieving the objectives set and required by the organization, as well as practical cases where motivation is applied in Kosovo.

Keywords: Motivation, objectives, purpose, individual behaviors, stimulation, organization.

Full Text: [PDF](#)



This work is licensed under [Creative Commons Attribution 3.0 License](#).

Academic Journal of Business, Administration, Law and Social Sciences ISSN 2410-3918 (print)

ISSN 2410-8693 (online)

Copyright © IIPCCCL-International Institute for Private, Commercial and Competition law