

Analyzing Macedonian employees work motivation using The Herzberg's motivation-hygiene theory

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Abstract

Motivation is one of the most important issues taken into account in the management field of study. The main reason for that condition is that the organizations can manage to reach their goals, and their results as well, by working performance of their staff.

If the employee productivity is higher, the organizational success will be also at the highest level, and vice versa. The organization's managers continuously are giving their best efforts to increase the productivity of their employees.

In this research paper, it will be used The Herzberg's motivation-hygiene theory in analyzing the factors that motivate the workers in the organizations in North Macedonia. The mentioned theory is based on the fact that salary of the workers is not essential factor that motivates them. For mentioned purpose, the research in this paper titled as "Macedonian employees work motivation" it will be done on a specific sample that includes total of 90 respondents. Research, it is planned to be carried out in two different organizations in Macedonia (public and private), in order to discover how factors that motivate the workers are valued from the perspective of employees that have different personal characteristics and that are working in different environment.

Keywords: motivation, theories of motivation, intrinsic factors (motivators), hygienic factors.

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