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Enhancing workplace motivation through process-based approaches: Comparative case study evidence from Albania

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Abstract

This paper examines the evolution, classification, and practical application of motivation theories in contemporary organizational settings, with particular emphasis on the comparative strengths of content and process theories.

Motivation theories have evolved to explain the complex nature of human behavior in the workplace. While content theories focus on identifying the specific needs that drive individuals, process theories emphasize the cognitive mechanisms that influence motivation. This article argues that process theories have broader application in contemporary organizations due to their flexibility, empirical support, and adaptability to diverse work environments. It examines the practical application of process motivation theories in three Albanian organizations. Drawing on Vroom's expectancy theory, Adams' equity theory, and goal-setting theory, the study highlights how these approaches effectively enhance motivation, performance, and job satisfaction in diverse organizational contexts.

The findings demonstrate that process-based approaches provide measurable and adaptable frameworks for managing motivation in modern Albanian workplaces. By applying theory-driven approaches tailored to contextual needs, organizations can create more equitable, goal-oriented, and engaging workplaces. Overall, this study affirms the superior applicability of process theories and highlights their central role in designing evidence-based motivational practices in modern organizations.

Keywords: motivation, content theories, process theories, committed workforce, organizational performance.

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