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Work motivation theories

Abstract. The authors of this article reflect the latest results in the study of the theory of motivation. The knowledge of this theory is helpful to management practices, as it offers the prospect of finding effective forms of motivation, creating conditions to meet the needs of higher level.

Keywords: motivation, job satisfaction, self-expression, stimulation, remuneration

Work motivation - a process stimulating individual or group of people to activities aimed at achieving the goals of the organization, to the productive implementation of decisions taken or planned activities.

Modern theories of motivation based on the results of psychological and sociological studies show that the real causes that impel a man to give the work of all the forces are complex and diverse. On the one hand, the action is determined by his needs. On the other hand, human behavior is also a function of his perceptions and expectations.

Theory of motivation to work can be divided into two groups: the content of the theory and the theory of the process. The first focuses on research and an explanation of what motivates and what are the motives of certain behavior. The latter explain the process that allows the promotion of what is happening inside the human process of motivation. To really understand the motivation could be a phenomenon, we need both concepts, as well as a personal approach to the theories. Here are some of them.

1. two-factor theory of motivation Frederick Herzberg was established on the basis of interviews for different jobs in different occupational groups and in different countries. Interviewees were asked to describe situations in which they felt the satisfaction or conversely, dissatisfaction from work. Responses were classified into groups. Studying the material collected, Herzberg concluded that satisfaction and dissatisfaction are caused by various factors.

Job satisfaction is influenced by: achievement (qualification) and recognition of the success of the work as such (interest and target), responsibility,

promotion, opportunities for professional growth. These factors he called «motivators».

To job dissatisfaction is influenced by such factors control method, the organization's policy and actions of the administration, working conditions, interpersonal relationships at work, earnings, lack of stability, the impact of a personal life. These external factors are called «factors of context» or «hygiene» factors.

Motivators that cause job satisfaction, associated with the content of the work and causes internal needs of the individual self-expression. Factors causing dissatisfaction were associated with impaired operation and ambient conditions. With these factors easily associate the discomfort which a person tries to avoid [1].

Thus, the factors, that, cause job satisfaction, not the opposite of the factors in the context of the same dimension. Each of them is as if in their own measurement scale where one acts ranging from negative to zero, and the second - from zero to plus. If the factors of context create a bad situation, employees are dissatisfied, but in a better situation, these factors do not lead to great job satisfaction, and provide more neutral attitude.

Job satisfaction cause only motivational factors, the positive development of which can increase motivation and satisfaction from the neutral state to a «plus» Herzberg's Two Factor Theory [2].

2. Individual behavior is usually directed to the strongest at the moment need. This causes people to act in such a way as to satisfy this need.

The requirements can be grouped in different ways. Perhaps the most successful - a five hierarchical model needs - Abraham Maslow created.

Hygiene Factors	Motivation Factors
<ul style="list-style-type: none"> • Working Conditions • Salary & Job Status • Company Policy & Benefits • Working Relationships 	<ul style="list-style-type: none"> • Recognition • Achievements • Level of Responsibility • Need for Personal Growth

Picture 1 – Herzberg's Two Factor Theory

Maslow's classification is the following needs: physiological (thirst, hunger, sleep, sex), safety needs, social needs (love, membership of a particular social group) need to respect (self-esteem, success, and status), the need for self-expression.

According to this theory, the most powerful need determines how long it takes to improve. Meeting the needs of longer determines behavior; it is not acting as a motivator.

Needs are met in order. Physiological needs and the need for security - the primary needs that must be satisfied before higher needs, can determine behavior. For example, increased hunger poses the need for food in the central place in human behavior, pushing aside other (for example, the need for their own development.) Thus, if there are two equally strong needs, the need to dominate the lower level.

Consequently, the conditions and the situation on the other hand determine what needs to be dominated. Requirements related to the respect for the individual, in this sense, are individual. Therefore, in the same situation, different people have different needs may exist, and the change of the situation involves a change in the needs of the individual [3].

Such working provides an opportunity to meet the needs of different levels. Obviously, the work brings a certain material income, could be a way to look for opportunities to serve the needs outside of work, and then dominating the lower level requirements related to the conditions and factors of safety and the needs of the lowest level. But on the other hand, according to work we can talk about the needs of a higher-level associated with respect and self-expression. Therefore, we can say that employment in some degree connected with all levels of needs. And, depending on the individual, its values and life orientation, this relationship is different, but can be classified and used to control the motivation, for example, different groups of employees, often not even defined the similarity of labor processes [4].

3. Expectancy theory. Motivated activity is focused. The goal is usually associated with direct or indirect satisfaction of a need. Direction of the force of the goal depends in part on the extent to which a person feels rewarded for achieving the goal. The strength of the desire for the reward or other purpose (in other words, the executive motivation)



Picture 2 – The five hierarchical model

depends on the value of remuneration (desirability) and reachability (the reality of rewards, «worth the wait»).

The fact, that person values, depending on its needs. If a person is motivated by a particular activity, you need to achieve it in this effort to reward what he values, and compensation should be linked to the achievement of goals so that people noticed.

On the other hand, everyone knows that it is not always even the persistent efforts ensure goal achievement. Based on previous experience gained the understanding of the (waiting) how real is the possibility of achieving the goal. In this case also all the possibilities and obstacles arising from the environment and the situation of the moment are weighed.

If the expectations are high, the strength of the incentive increases. Previously obtained successful experience also reinforces the expectation that the corresponding result would be obtained. Thus, the success enhances motivation.

If expectations are not made, the obstacles to achieving the goal generate a sense of futility of effort. The more important for a person (value) of unmet goals, the greater the sense of futility. Next time, maybe there will be slightly reduced and the level of objectives and, if the target is not carried out several times, reduced assessment of the reality of its achievement and motivation will decrease. Sense of futility reduces motivation and low motivation reduces performing contributions complicates the goal and is of even greater sense of futility. Circle.

The feeling of futility can save setting realistic goals, expectations approximation to reality and reward the achievement of goals in a way that values the employee [5].

To build various motivation control schemes based on the above theories of motivation. Based on the specifics of the company or institution, preference is given to some form of management in the sphere of motivation. Proper use of motivational schemes can be very significantly improve the efficiency and productivity, reduce employee turnover and improve the company's image in the eyes of employees, and their awareness of their

involvement in the prestigious work, which also has a positive impact on employment rates.

I guess it should be noted that the above refers mainly to the countries where the ratio of the labor process, well, normal. That is a part of social life, which is fundamental for him, upon which the very existence of life and society, as a single organism, as well as its individual members. Therefore, the motivation of work, its improvement, is there a serious matter.

In our country, where labor is looking a little differently, where there is no direct connection between work and well-being of the country and the well-being of its individual citizens - both material and spiritual, work motivation seriously considered. The fact is that, first, for many employers motivation theory - too complicated science, which most likely will never pay for it, and therefore, is not necessary. Secondly, for more ubiquitous simple «theory of motivation», which perfectly provide to be effective in the age of feudalism and slavery. That, in general, does not prevent their use in the XXI century.

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Еңбек мотивациясы

Бұл мақалада адамдардың жұмысқа тұтас күшін жұмсауының шынайы себебін көрсететін психологиялық зерттеулерге негізделген мотивацияның заманауи теориялары зерттелген. Қазіргі қоғамдағы еңбек мотивациясының түрлері, топтары, сондай-ақ оның туындауына ықпал ететін ішкі және сыртқы қозғаушы күштер қарастырылады.

Түйін сөздер: Мотивация, еңбекке қанағат ету, өзін-өзі таныту, ынталандыру, марапаттау.

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Трудовая мотивация

В данной статье изучены современные теории мотивации, основанные на результатах психологических исследований, которые показывают истинные причины побуждающие человека отдавать работе все силы. Рассматриваются типологии, классификации, а также внутренние и внешние факторы влияющие на создание трудовой мотивации в современных обществах.

Ключевые слова: мотивация, удовлетворенность работой, самовыражение, стимулирование, вознаграждение.