



SNS COLLEGE OF ENGINEERING



Kurumbapalayam(Po), Coimbatore – 641 107

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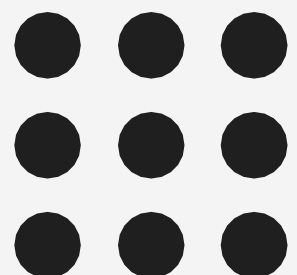
Department of Information Technology

Course Name – IT8075 Software Project Management

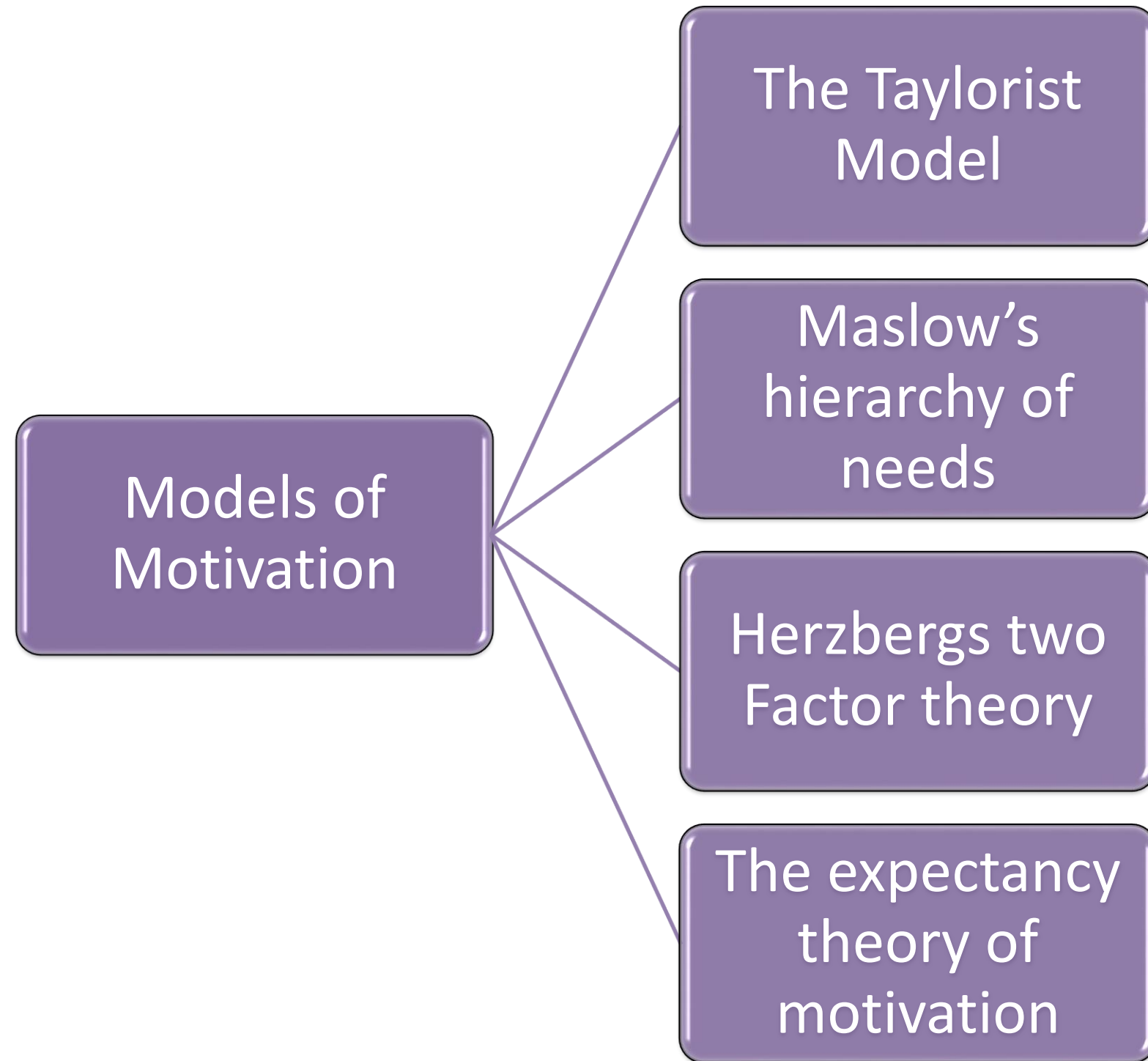
IV Year / VII Semester

Unit 5 – Staffing in Software Project

Topic 2 – Motivation



Motivation





Motivation



The Taylorist Model

- Use of piece-rates in manufacturing industry and sales bonuses amongst sales Forces
- Piece-rates – paid a fixed sum for each item they produce
- Day-rates – payment for time worked.
- Changes from piece rates to day rates
- Dispersed or virtual projects payment is based on time worked
- People paid by the amount they produce will not maximize their income
- Output is constrained by group norms
- Solve this problem by giving bonus to project team members at end of successful project

Motivation

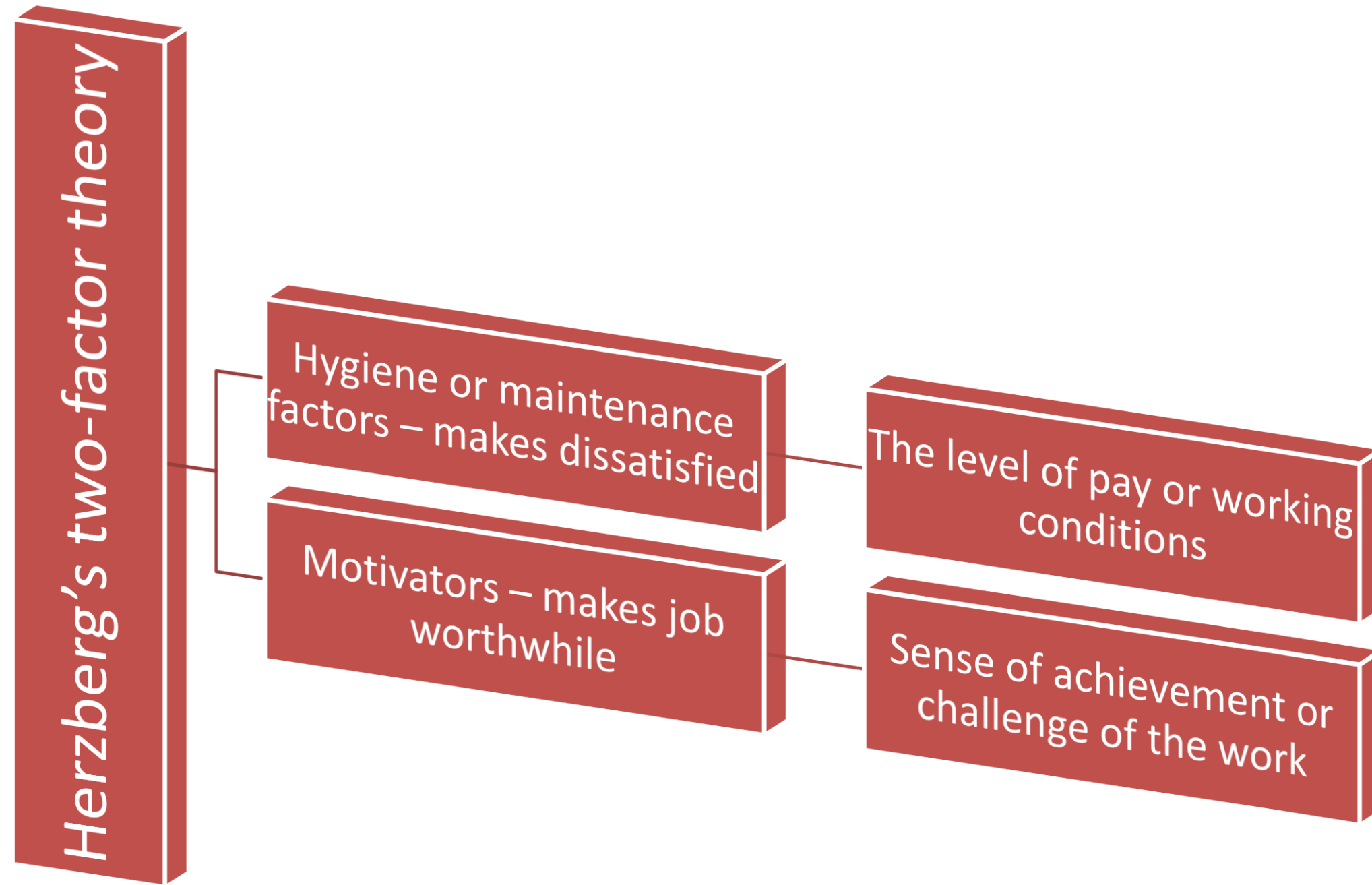
Maslow's hierarchy of needs

- Money is the forces



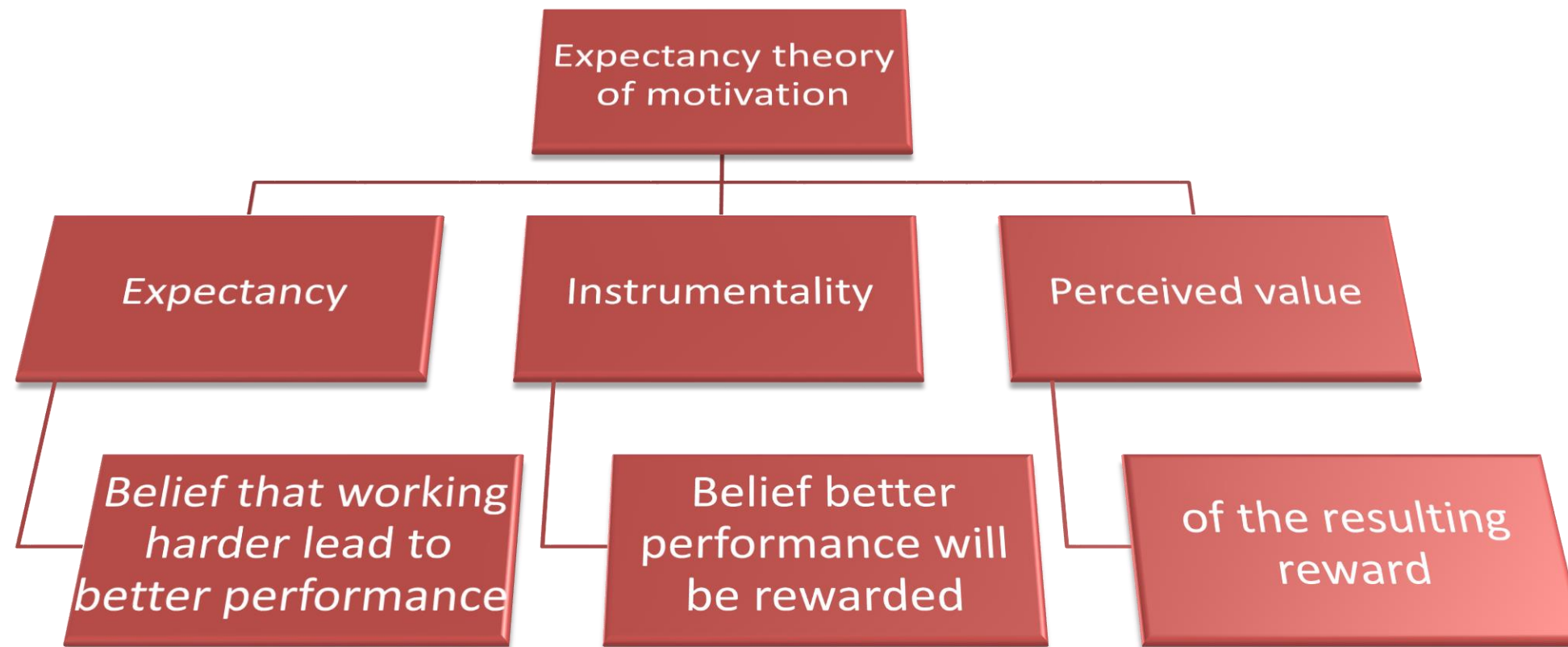
- Older team members place more focus on quality of job-autonomy
- Growth needs - Interested to develop their work roles
- Job – way of earning a living

Motivation



Motivation

- Model of motivation developed by Vroom
- Identifies three influences of motivation





THANK YOU