

SNS COLLEGE OF ENGINEERING

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DEPARTMENT OF MANAGEMENT STUDIES

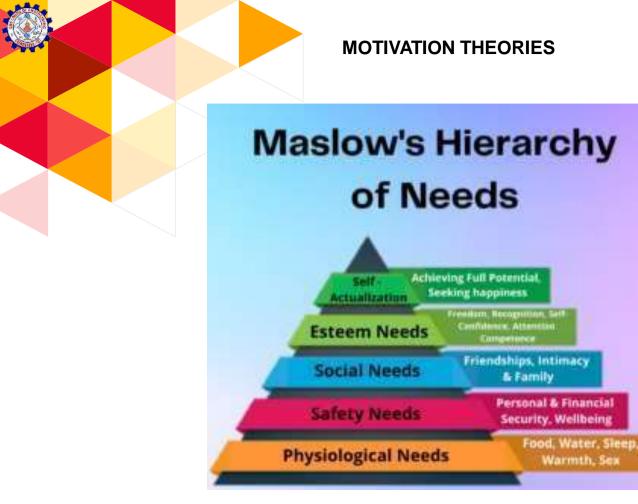
COURSE NAME : 19BA101- MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

I YEAR /I SEMESTER

UNIT 3- INDIVIDUAL BEHAVIOR

Topic 3.2(a): Motivational Theories





Motivational Theories/23BAT101-MOB/Dr.R.Anitha/MBA/SNSCE

24.10.24

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MOTIVATIONAL THEORIES



McGregor Theory of X and Y

Theory X Manager

beliefs

- Employees dislike work, avoid responsibility.
- Emphasis on continuous monitoring and supervision
- Rewards or Punishments are used for motivating employees. Management believes employees work is based on their own selfinterest.
- "We vs They" relation between management and employees.

Theory Y Manager beliefs

- Employees are self motivated, enjoys their work, and ready to take more responsibility.
- Believes that employees can work
 without supervision.
- Giving more responsibility, and empowering to take decisions are used for motivating employees.
- Collabotative and cordial relations between management and employees.

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X – THEORY



X – theory:- describes the people's character in the following order.

- People/employees are pessimistic
- 2. People/employees are lazy
- 3. Negative attitude
- 4. Bad behaviour

1.

- 5. People are rigid
- 6. Not punctual
- 7. Suffering from inferiority complex
- 8. Gossiping others
- 9. Demotivating himself as well as others
- 10. Always dislike work.



Y-THEORY



Y- theory describes the employees character in the following order.

- 1. Employees have good attitude 2.
 - Employees are optimistic
- 3. Good behaviour
- 4. High energy level & enthusiasm
- 5. Hard working in nature
- 6. Smart working ability
- 7. Involvement and innovation
- 8. Higher flexibility
- 9. High confidence level
- 10. Naturally employers are good leaders
- 11. Pleasing personality
- 12. Assertive in nature
- 13. Efficient
- 14. Always like the work





Herzberg two factor theory or Two Factor theory or motivation hygiene theory

Experiment:

- Herzberz carried out his famous survey of 200 accountants
- Respondents eventually were asked 2 questions.
- 1. When did you feel particularly good about your job
- 2. When did you feel exceptionally bad about your job.



Herzberg two factor theory or Two Factor theory or motivation hygiene theory

RESULT:

It was revealed that factors which made respondents feel good where totally different from those which made them feel bad.

According to Herzberg Satisfaction and dissatisfaction are not opposite poles of one dimension, they are two separate dimensions.

Satisfaction is affected by motivators and dissatisfaction is by hygiene factors

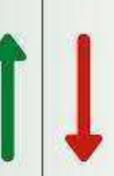


MOTIVATIONAL THEORIES

HERZBERG'S THEORY OF MOTIVATION 🚳

SATISFACTION

- Achievement
- Recognition
- Growth
- Responsibility
- Advancement
- . The work itself



DISSATISFACTION

- Security
- Status
- Salary
- Supervision
- Organizational policies
- Work environment







MOTIVATIONAL THEORIES



Carrot & Stick Approach Motivation

Carrot – implementing all the positive reinforcement or positive motivation to better performing people.

Stick – extends punishments to poor performers or indifferent attitudes.





THANK YOU

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