

Course: BBA Part III

Paper: XIII

Topic: Importance of Motivation

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## Motivation and Importance

The term 'motivation' has been derived from the word 'motive'. Motive may be defined as an inner state of our mind that activates and directs our behaviour. It makes us move to act. It is always internal to us and is externalized via our behaviour. Motivation is one's willingness to exert efforts towards the accomplishment of his/her goal. Let us consider a few important definitions on motivation that will help us understand the meaning of motivation more clearly.

Fred Luthans defined motivation as a "process that starts with a physiological or psychological deficiency or need that activates behaviour or a drive that is aimed at a goal or incentive".

Importance of motivation:

The need for and importance of motivation can be imbued with multiplicity of justifications as follows:

1. Organisations are run by people. Hence, managers cannot afford to avoid a concern with human behaviour at work. This is because the motivated employees are more productive and quality-conscious than apathetic ones.
2. Motivation as a pervasive concept affects and is also affected by a host of factors in the organisational milieu. It enables managers to understand why people behave as they behave.
3. Organisational effectiveness becomes, to some extent, the question of management's ability to motivate its employees. Hence, an appreciation of motivation helps the managers how to motivate their employees.
4. Machines become necessary in case of complex technology. However, these remain inefficient vehicles of effective and efficient operations without man to operate them. Therefore, organisations need to have employees with required capability and willingness to use the advanced complex technology to achieve the organisational goal.
5. With the realisation that organisations will run in more complex milieu in future, an increasing attention has been given to develop employees as future resources (a 'talent bank'). This facilitates the managers to draw upon them as and when organisations grow and develop.