

IMPORTANCE OF MOTIVATION IN SUCCESS OF BUSINESS

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Abstract:-

This study has been undertaken to investigate the importance of motivation in the success of every business. This theoretical research will help manager in different aspects like knowing how to motivate employees, impact of negative motivation, and how it will help in success of business.

Key Terms: - Motivation, Importance of motivation, Impact of negative motivation.

Introduction:-

The motivation word is originally generated from the English word “motive” which means want, desire, or needs. Every businessman wants to earn more profit from the business with the help of all the people who is employed in the business work with full satisfaction. Every manager’s task is to make motivation level of his entire employee is very high.

Definition:-

According to George Terry-“Motivation means the desire within an individual that stimulates him or her to action.”

According to Edwin Flippo-“Motivation is a process of attempting to influence others to do your will through the possibility of gain or reward.”

According to Prof. Aakash Pande-“Motivation is the task of utilizing the maximum strength of employees by knowing and satisfying their basic needs and desire.”

Importance of Motivation:-

Motivation in the business has great importance especially in the context of efficiency of employee. High motivation of employee leads into:

1. High Productivity level
 2. Increase in Productivity
 3. Acceptance of changes
 4. High Morale
1. **High Productivity level:** - Motivated employees work with maximum of its strength which helps business in achieve targets quickly. According to the research of an American philosopher and psychologist William James-“Motivated employees utilize 80% to 90% of their capacities.

2. **Increase in Productivity:-** Increase in productivity is the direct result of motivation, Managers just satisfy the legal needs and take care of their legal desire automatically reflects in their performance which lead in increase in productivity.
3. **Acceptance of changes:** - Highly motivated employees never oppose the changes, which give credibility to the manager to make changes in the work environment as per the demand of market.
4. **High Morale:** - Motivation and morale highly interrelated with each other. If motivation of employee is high then its morale is automatically is high; which reflects in their behavior also as their absentee level is become low, their dedication towards company is also high etc.

Impact of negative motivation:-

1. Low productivity
2. Ignorance
3. Negative environment
4. Always oppose changes
 1. **Low Productivity:** - The impact of low motivation is lead towards low productivity in business, as employee cannot use their strength.
 2. **Ignorance:** - Low motivated employee always ignore work, they can do the work which is tell by the manager, and ignore the beneficial of his company.
 3. **Negative environment:** - Negative motivation creates negative work environment which is very dangerous for the company.
 4. **Always oppose changes:** - Negative motivated people always oppose changes which restrict manager to make changes in business to make more profit.

How to Increase the motivation of employee:

To increase the motivation of employee a manger should:

- a) Identify the legal needs or desire of employees. For this he will communicate with him, discuss with him.
- b) Manager should create a competitive environment in business.
- c) Provide them some incentives or perks.
- d) Give them offer of promotion.
- e) Make work environment healthy.
- f) Create transparency in work environment.
- g) Avoid communication gap
- h) Always appreciate the good work of the employee.
- i) Once in a week or month make an hour for free session, where all are ones, they all share their thoughts with each other.
- j) Make policy for securing their families. As people work for the family if its family get secured then his motivation level is always up.

Conclusion:

I hereby conclude that if any entrepreneur use above my research tips then definitely it will help them in their business development.

Reference:

S.N.	Book Name	Authors	Publication
1.	Essentials of Management	Harold Koontz, Heinz Wehrich	Tata McGraw Hill
2.	Principles of Business Management	Dr. P.M. Siriya, Dr. Anil Bhawsar, Dr. Santosh Sadar	Payal Publication
3.	Business Management	Dr. K.R. Dixit	Vishwa Publishers & Distributors
4.	Principles of Management	T. Ramasamy	Himalaya Publishing House
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