

MOTIVATION AS A FUNCTION OF MANAGEMENT

Lyudmila Kulyk, student

Oksana Gladchenko, senior teacher

Lyubov Yarmak, senior teacher

Foreign languages department

Sumy State University

The article deals with motivation as a function of management. The authors point out the benefits of motivation such as putting human resources into action, improving the level of efficiency of employees, achievement of organizational goals, good working environment and stability of work force.

People join and work in organizations to satisfy their needs. They are attracted to organizations that have the means of satisfying their needs. These means are called incentives or rewards. Organizations use them to induce people to contribute their efforts toward achieving organizational goals. The continued existence of an organization depends on its ability to attract and motivate people to achieve these personal and organizational goals.

Motivation is defined as goal-directed behavior. It concerns the level of effort one exerts in pursuing a goal. Managers are concerned with this concept because it is closely related to employee satisfaction and job performance.

If managers are asked to list the problems they face, the problem of motivating employees is likely to be near the top. Employee motivation is a major concern of managers as well as scholars because motivation is closely related to the success of an individual, an organization and society. Through motivational efforts, people achieve their personal or organizational and social goals. In an age of high labor costs and limited natural resources, the effective utilization of human resources is a key to solving many organizational and economic problems.

Motivation is a very important for an organization because of the following benefits it provides:

1. Motivation puts human resources into action. Every concern requires physical, financial and human resources to accomplish the goals. It is through motivation that the human resources can be utilized by making full use of it. This can be done by building willingness in employees to work. This will help the enterprise in securing the best possible utilization of resources.

2. Motivation improves level of efficiency of employees. The level of a subordinate or an employee does not only depend upon his qualifications and abilities. For getting the best of his

work performance, the gap between ability and willingness has to be filled which helps in improving the level of performance of subordinates. This will result into increasing in productivity, reducing cost of operations, and improving overall efficiency.

3. *Motivation leads to achievement of organizational goals.* The goals of an enterprise can be achieved only when the following factors are taken place:

- ✓ There is the best possible utilization of resources.
- ✓ The enterprises use technologies friendly to environment.
- ✓ The employees want to achieve their purpose.
- ✓ Goals can be achieved if co-ordination and co-operation take place simultaneously which can be effectively done through motivation.

4. *Motivation builds friendly relationship.* Motivation is an important factor which brings employees satisfaction. This can be done by keeping into mind and framing an incentive plan for the benefit of the employees. This could initiate the following things: monetary and non-monetary incentives, promotion opportunities for employees, disincentives for inefficient employees.

In order to build a cordial, friendly atmosphere in a company, the above steps should be taken by a manager. These steps have following advantages:

- ✓ Effective co-operation which brings stability.
- ✓ The employees will be adaptable to the changes and there will be no resistance to the change.
- ✓ This will help in providing a smooth and sound atmosphere in which individual and organizational interests will coincide.
- ✓ This will result in profit maximization through increased productivity.

5. *Motivation leads to the stability of work force.* Stability of workforce is very important from the point of view of reputation and goodwill of employees. The employees can remain loyal to the enterprise only when they have a feeling of participation in the management. The skills and efficiency of employees will always be of advantage to employees as well as employers. This will lead to a good public image in the market which will attract competent and qualified people into a company.

From the above discussion, we can say that motivation is an internal feeling which can be understood only by manager since he is in close contact with the employees. Needs, wants and desires are inter-related and they are the driving force to act. These needs can be understood by the manager and he can frame motivation plans according to them. We can say that motivation therefore is a continuous process which is based on the unlimited need.

We can summarize by saying that motivation is important both to an individual and a business. Motivation is important to an individual because:

- Motivation will help him achieve his personal goals.
- If an individual is motivated, he will have job satisfaction.
- Motivation will help in self-development of an individual.

Similarly, motivation is important to a business because:

- The more motivated the employees are, the more empowered the team is.
- The more is the team work and individual employee contribution, more profitable and successful is the business.
- During period of amendments, there will be more adaptability and creativity.
- Motivation will lead to an optimistic and challenging attitude at the work place.