**UNIT –II**

**Individual Behavior**

Individual behavior can be defined as a mix of responses to external and internal stimuli. It is the way a person reacts in different situations and the way someone expresses different emotions like anger, happiness, love, etc.

**Individual Behavior Framework**

On the basis of these elements, psychologist Kurt Lewin stated the Field theory and outlined the behavior framework. This psychological theory studies the patterns of interaction between an individual and the environment. The theory is expressed using the formula

B = F(P,E)

where, B – Behavior, F – Behavior Function, P – Person, and E – Environment around the person.

Say for example, a well payed person who loses his job in recession may behave differently when unemployed.

**Causes of Individual Behavior**

Certain individual characteristics are responsible for the way a person behaves in daily life situations as well as reacts to any emergency situations. These characteristics are categorized as:

* Inherited characteristics
* Learned characteristics

**(i) Inherited Characteristics**

The features individuals acquire from their parents or from our forefathers are the inherited characteristics. In other words, the gifted features an individual possesses by birth is considered as inherited characteristics.

Following features are considered as inherited characteristics:

* Color of a person’s eye
* Religion/Race of a person
* Shape of the nose
* Shape of earlobes

**(ii) Learned Characteristics**

Nobody learns everything by birth. First our school is our home, then our society followed by our educational institutions. The characteristics an individual acquires by observing, practicing and learning from others and the surroundings is known as learned characteristics.

It consists of the following features:

* **Perception:** Result of different senses like feeling, hearing etc.
* **Values:** Influences perception of a situation, decision making process.
* **Personality:** Patterns of thinking, feeling, understanding and behaving.
* **Attitude:** Positive or negative attitude like expressing one’s thought.

**Personality, Perception**

Personality

The word personality is derived from a Greek word *“persona”* which means “to speak through.” Personality is the combination of characteristics or qualities that forms a person’s unique identity. It signifies the role which a person plays in public. Every individual has a unique, personal and major determinant of his behavior that defines his/her personality.

Personality trait is basically influenced by two major features −

* Inherited characteristics
* Learned characteristics

Inherited Characteristics

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Learned characteristics includes the following features −

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* **Values**− Influences perception of a situation, decision making process.
* **Personality**− Patterns of thinking, feeling, understanding and behaving.
* **Attitude**− Positive or negative attitude like expressing one’s thought.

Traits of Personality

Personality traits are the enduring features that define an individual’s behavior. A personality trait is a unique feature in an individual. Psychologists resolved that there are five major personality traits and every individual can be categorized into at least one of them. These five personality traits are −

* Extrovert
* Neurotic
* Open
* Agreeable
* Conscientious

Major Personality Attributes

Following are the five major personality attributes that influence OB

**Locus of Control**

Locus of control is the center of control of an individual’s code of conduct. People can be grouped into two categories i.e., internals and externals respectively.

People who consider themselves as the masters of their own fates are known as internals, while, those who affirm that their lives are controlled by outside forces known as externals.

Before making any decision, internals actively search for information, they are achievement driven, and want to command their environment. Thus, internals do well on jobs that craves complex information processing, taking initiative and independent action.

Externals, on the other hand, are more compliant, more willing to follow instructions, so, they do well in structured, routine jobs.

**Machiavellianism**

Machiavellianism is being practical, emotionally distant, and believing that ends justify means.

Machiavellians are always wanting to win and are great persuaders. Here are the significant features of a high-mach individuals −

* High-Machs prefer precise interactions rather than beating about the bush.
* High-Machs tend to improvise; they do not necessarily abide by rules and regulations all the time.
* High-Machs get distracted by emotional details that are irrelevant to the outcome of a project.

Self-esteem

It is the extent up to which people either like or dislike themselves. Self-Esteem is directly related to the expectations of success and on-the-job satisfaction.

Individuals with high self-esteem think that they have what it takes to succeed. So, they take more challenges while selecting a job.

On the other hand, individuals with low self-esteem are more susceptible to external distractions. So, they are more likely to seek the approval of others and to adapt the beliefs and behaviors of those they respect.

**Self-monitoring**

Self-monitoring is the capability of regulating one’s behavior according to social situations. Individuals with high self-monitoring skill easily adjust their behavior according to external, situational factors. Their impulsive talents allow them to present public personae which are completely different from their private personalities.

However, people with low self-monitoring skills cannot cover themselves. Regardless of any situation, they are always themselves. They have an attitude of, “what you see is what you get.”

Risk taking

Generally, managers are reluctant on taking risks. However, individual risk-taking inclination affects the bulk of information required by the managers and how long it takes them to make decisions.

Thus, it is very important to recognize these differences and align risk-taking propensity with precise job demands that can make sense.

**Perception**

 Perception is an intellectual process of transforming sensory stimuli to meaningful information. It is the process of interpreting something that we see or hear in our mind and use it later to judge and give a verdict on a situation, person, group etc.

It can be divided into six types −

* **Of sound**− The ability to receive sound by identifying vibrations.
* **Of speech**− The competence of interpreting and understanding the sounds of language heard.
* **Touch**− Identifying objects through patterns of its surface by touching it.
* **Taste**− The ability to receive flavor of substances by tasting it through sensory organs known as taste buds.
* **Other senses**− They approve perception through body, like balance, acceleration, pain, time, sensation felt in throat and lungs etc.
* **Of the social world**− It permits people to understand other individuals and groups of their social world. **Example** − Priya goes to a restaurant and likes their customer service, so she will perceive that it is a good place to hang out and will recommend it to her friends, who may or may not like it. Priya’s perception about the restaurant is good.

Perceptual Process

Perceptual process are the different stages of perception we go through. The different stages are:

* Receiving
* Selecting
* Organizing
* Interpreting

Receiving

Receiving is the first and most important stage in the process of perception. It is the initial stage in which a person collects all information and receives the information through the sense organs.

Selecting

Selecting is the second stage in the process. Here a person doesn’t receive the data randomly but selectively. A person selects some information out of all in accordance with his interest or needs. The selection of data is dominated by various external and internal factors.

* **External factors**− The factors that influence the perception of an individual externally are intensity, size, contrast, movement, repetition, familiarity, and novelty.
* **Internal factors**− The factors that influence the perception of an individual internally are psychological requirements, learning, background, experience, self-acceptance, and interest.

Organizing

Keeping things in order or say in a synchronized way is organizing. In order to make sense of the data received, it is important to organize them.

We can organize the data by −

* Grouping them on the basis of their similarity, proximity, closure, continuity.
* Establishing a figure ground is the basic process in perception. Here by figure we mean what is kept as main focus and by ground we mean background stimuli, which are not given attention.
* Perceptual constancy that is the tendency to stabilize perception so that contextual changes don’t affect them.

Interpreting

Finally, we have the process of interpreting which means forming an idea about a particular object depending upon the need or interest. Interpretation means that the information we have sensed and organized, is finally given a meaning by turning it into something that can be categorized. It includes stereotyping, halo effect etc.

Importance of Perception in OB

We need to understand what the role of perception in an organization is. It is very important in establishing different role of perceptions like −

* Understanding the tasks to be performed.
* Understanding associated importance of tasks allotted.
* Understanding preferred behavior to complete respective tasks.
* Clarifying role perceptions.

For example, every member in a group has to be clear regarding the role allotted to them. Programmer writes the code, tester checks it, etc.

# Learning

Learning can be defined as the permanent change in behavior due to direct and indirect experience. It means change in behavior, attitude due to education and training, practice and experience. It is completed by acquisition of knowledge and skills, which are relatively permanent.

### ****Nature of Learning****

Nature of learning means the characteristic features of learning. Learning involves change; it may or may not guarantee improvement. It should be permanent in nature, that is learning is for lifelong.

The change in behavior is the result of experience, practice and training. Learning is reflected through behavior.

## Factors Affecting Learning

Learning is based upon some key factors that decide what changes will be caused by this experience. The key elements or the major factors that affect learning are motivation, practice, environment, and mental group.

Coming back to these factors let us have a look on these factors −

* **Motivation**− The encouragement, the support one gets to complete a task, to achieve a goal is known as motivation. It is a very important aspect of learning as it acts gives us a positive energy to complete a task. **Example** − The coach motivated the players to win the match.
* **Practice**− We all know that ”Practice makes us perfect”. In order to be a perfectionist or at least complete the task, it is very important to practice what we have learnt. **Example** − We can be a programmer only when we execute the codes we have written.
* **Environment**− We learn from our surroundings, we learn from the people around us. They are of two types of environment – internal and external. **Example** − A child when at home learns from the family which is an internal environment, but when sent to school it is an external environment.
* **Mental group**− It describes our thinking by the group of people we chose to hang out with. In simple words, we make a group of those people with whom we connect. It can be for a social cause where people with the same mentality work in the same direction. **Example**− A group of readers, travelers, etc.

These are the main factors that influence what a person learns, these are the root level for our behavior and everything we do is connected to what we learn.

Learning can be understood clearly with the help of some theories that will explain our behavior. Some of the remarkable theories are −

* Classical Conditioning Theory
* Operant Conditioning Theory
* Social Learning Theory
* Cognitive Learning Theory

### Classical Conditioning Theory

The classical conditioning occurs when a conditioned stimulus is coupled with an unconditioned stimulus. Usually, the conditioned stimulus (CS) is an impartial stimulus like the sound of a tuning fork, the unconditioned stimulus (US) is biologically effective like the taste of food and the unconditioned response (UR) to the unconditioned stimulus is an unlearned reflex response like salivation or sweating.

After this coupling process is repeated (for example, some learning may already occur after a single coupling), an individual shows a conditioned response (CR) to the conditioned stimulus, when the conditioned stimulus is presented alone. The conditioned response is mostly similar to the unconditioned response, but unlike the unconditioned response, it must be acquired through experience and is nearly impermanent.

### Operant Conditioning Theory

Operant conditioning theory is also known as instrumental conditioning. This theory is a learning process in which behavior is sensitive to, or controlled by its outcomes.

Let’s take an example of a child. A child may learn to open a box to get the candy inside, or learn to avoid touching a hot stove. In comparison, the classical conditioning develops a relationship between a stimulus and a behavior. The example can be further elaborated as the child may learn to salivate at the sight of candy, or to tremble at the sight of an angry parent.

In the 20th century, the study of animal learning was commanded by the analysis of these two sorts of learning, and they are still at the core of behavior analysis.

### Social Learning Theory

The key assumptions of social learning theory are as follows:

* Learning is not exactly behavioral, instead it is a cognitive process that takes place in a social context.
* Learning can occur by observing a behavior and by observing the outcomes of the behavior (known as vicarious reinforcement).
* Learning includes observation, extraction of information from those observations, and making decisions regarding the performance of the behavior (known as observational learning or modeling). Thus, learning can occur beyond an observable change in behavior.
* Reinforcement plays an important role in learning but is not completely responsible for learning.
* The learner is not a passive receiver of information. Understanding, environment, and behavior all mutually influence each other.

### Cognitive Learning Theory

Cognition defines a person’s ideas, thoughts, knowledge, interpretation, understanding about himself and environment.

This theory considers learning as the outcome of deliberate thinking on a problem or situation based upon known facts and responding in an objective and more oriented manner. It perceives that a person learns the meaning of various objects and events and also learns the response depending upon the meaning assigned to the stimuli.

This theory debates that the learner forms a cognitive structure in memory which stores organized information about the various events that occurs.

Learning & Organizational Behavior

An individual’s behavior in an organization is directly or indirectly affected by learning.

**Example:** Employee skill, manager’s attitude are all learned.

Behavior can be improved by following the listed tips −

* Reducing absenteeism by rewarding employees for their fair attendance.
* Improving employee discipline by dealing with employee’s undesirable behavior, drinking at workplace, stealing, coming late, etc. by taking appropriate actions like oral reprimands, written warnings and suspension.
* Developing training programs more often so as to grab the trainees’ attention, provide required motivational properties etc.

**Motivation**

Motivation can be described as the internal force that impacts the direction, intensity, and endurance of a person’s voluntary choice of behavior. It consists of:

* **Direction**− focused by goals.
* **Intensity**− bulk of effort allocated.
* **Persistence**− amount of time taken for the effort to be exerted.

**Example** − A team leader encourages team members to work efficiently.

Features of Motivation

Motivation is an internal feeling, that is, it defines the psychological state of a person. It is a continuous process and we should make sure that it is not disturbed. A person should be encouraged completely.

Motivation consists of three interacting and dependent elements −

* **Needs**− The requirements or deficiency which is created whenever there is physiological imbalance.
* **Drives**− The various camps or events organized to motivate the employees and give them new opportunities.
* **Incentives**− Employees need to be rewarded for their nice work in order to keep them encouraged.

Importance of Motivation

We need to motivate employees because of the following reasons:

* Motivated employee are more quality oriented.
* Highly motivated employees are more productive as compared to other employees.
* It helps in achieving three behavior dimension of human resource namely
	+ Candidates must be attracted not only to join but also remain in the firm.
	+ Employees must perform task in a dependable manner.
	+ Employees should be creative, spontaneous and innovative at work.

Maslow’s Hierarchy of Needs Theory

This theory was produced in order to answer the question “What motivates an individual”. Every second need comes to force when the first need is satisfied completely. Maslow explained the hierarchy of needs by grouping them into two: deficiency needs and growth needs.

Physiological Needs

Every individual needs to take care of the basic requirements required to sustain. These requirements include food to eat, clothing to wear and shelter to live in. These necessities are relatively independent of each other but are finite.

Safety Needs

Everybody wants to stay in a protected environment with minimal danger so that they can have a peaceful life. Safety needs basically includes protection from physiological danger like accident and having economic security like bank accounts, health insurance

In an enterprise, it includes job security, salary increment, etc. The managerial practice to satisfy this involves offering pension scheme, provident fund, gratuity etc.

Social Needs

We have all heard that man is a social animal, we want to be there with those people where we are loved and we are accepted as we are; nobody wants to be judged. This is a common requirement every human desires.

This theory helps managers to think about encouraging their employees by identifying employee needs. In short, it presents motivation as constantly changing force, expressing itself to the constant need for fulfilment of new and higher levels of needs.

Esteem

Esteem means the typical human desire to be accepted and valued by others. People often involve in a profession or hobby to gain recognition, earn fame and respect. According to Maslow, the needs of humans have strict guidelines – the hierarchies rather than being sharply separated, are interrelated. This means that esteem and the consequent levels are not strictly separated but are closely related.

**Self-Actualization**

Self-actualization means realizing one’s full potential. Maslow describes this as a desire to complete everything that one can, to become the most that one can be.

**Traditional Theory of Motivation: Maslow’s**

**Maslow’s Need Hierarchy Theory**

It is probably safe to say that the most well-known theory of motivation is Maslow’s need hierarchy theory Maslow’s theory is based on the human needs. Drawing chiefly on his clinical experience, he classified all human needs into a hierarchical manner from the lower to the higher order.

In essence, he believed that once a given level of need is satisfied, it no longer serves to motivate man. Then, the next higher level of need has to be activated in order to motivate the man. Maslow identified five levels in his need hierarchy as shown in figure.

1. **Physiological Needs**

These needs are basic to human life and, hence, include food, clothing, shelter, air, water and necessities of life. These needs relate to the survival and maintenance of human life. They exert tremendous influence on human behaviour. These needs are to be met first at least partly before higher level needs emerge. Once physiological needs are satisfied, they no longer motivate the man.

1. **Safety Needs**

After satisfying the physiological needs, the next needs felt are called safety and security needs. These needs find expression in such desires as economic security and protection from physical dangers. Meeting these needs requires more money and, hence, the individual is prompted to work more. Like physiological needs, these become inactive once they are satisfied.

1. **Social Needs**

Man is a social being. He is, therefore, interested in social interaction, companionship, belongingness, etc. It is this socialising and belongingness why individuals prefer to work in groups and especially older people go to work.

1. **Esteem Needs**

These needs refer to self-esteem and self-respect. They include such needs which indicate self-confidence, achievement, competence, knowledge and independence. The fulfillment of esteem needs leads to self-confidence, strength and capability of being useful in the organisation. However, inability to fulfill these needs results in feeling like inferiority, weakness and helplessness.

1. **Self-Actualisation Needs**

This level represents the culmination of all the lower, intermediate, and higher needs of human beings. In other words, the final step under the need hierarchy model is the need for self-actualization. This refers to fulfillment.

The term self-actualization was coined by Kurt Goldstein and means to become actualized in what one is potentially good at. In effect, self- actualization is the person’s motivation to transform perception of self into reality.

According to Maslow, the human needs follow a definite sequence of domination. The second need does not arise until the first is reasonably satisfied, and the third need does not emerge until the first two needs have been reasonably satisfied and it goes on. The other side of the need hierarchy is that human needs are unlimited. However, Maslow’s need hierarchy-theory is not without its detractors.

The main criticisms of the theory include the following:

**(i)**  The needs may or may not follow a definite hierarchical order. So to say, there may be overlapping in need hierarchy. For example, even if safety need is not satisfied, the social need may emerge.

**(ii)** The need priority model may not apply at all times in all places.

**(iii)** Researches show that man’s behaviour at any time is mostly guided by multiplicity of behaviour. Hence, Maslow’s preposition that one need is satisfied at one time is also of doubtful validity.

**(iv)** In case of some people, the level of motivation may be permanently lower. For example, a person suffering from chronic unemployment may remain satisfied for the rest of his life if only he/she can get enough food.

Notwithstanding, Maslow’s need hierarchy theory has received wide recognition, particularly among practicing managers. This can be attributed to the theory’s intuitive logic and easy to understand. One researcher came to the conclusion that theories that are intuitively strong die hard’.

# Theories of Motivation: Maslow, Herzberg, X,Y and Z

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#### ****HERZBERG’S TWO-FACTOR THEORY OF MOTIVATION****

In 1959, Frederick Herzberg, a behavioural scientist proposed a two-factor theory or the motivator-hygiene theory. According to Herzberg, there are some job factors that result in satisfaction while there are other job factors that prevent dissatisfaction. According to Herzberg, the opposite of “Satisfaction” is “No satisfaction” and the opposite of “Dissatisfaction” is “No Dissatisfaction”.

**Herzberg classified these job factors into two categories-**

1. **Hygiene factors**

Hygiene factors are those job factors which are essential for existence of motivation at workplace. These do not lead to positive satisfaction for long-term. But if these factors are absent / if these factors are non-existant at workplace, then they lead to dissatisfaction. In other words, hygiene factors are those factors which when adequate/reasonable in a job, pacify the employees and do not make them dissatisfied. These factors are extrinsic to work. Hygiene factors are also called as dissatisfiers or maintenance factors as they are required to avoid dissatisfaction. These factors describe the job environment/scenario. The hygiene factors symbolized the physiological needs which the individuals wanted and expected to be fulfilled. Hygiene factors include:

* Pay – The pay or salary structure should be appropriate and reasonable. It must be equal and competitive to those in the same industry in the same domain.
* Company Policies and administrative policies – The company policies should not be too rigid. They should be fair and clear. It should include flexible working hours, dress code, breaks, vacation, etc.
* Fringe benefits – The employees should be offered health care plans (mediclaim), benefits for the family members, employee help programmes, etc.
* Physical Working conditions – The working conditions should be safe, clean and hygienic. The work equipments should be updated and well-maintained.
* Status – The employees’ status within the organization should be familiar and retained.
* Interpersonal relations – The relationship of the employees with his peers, superiors and subordinates should be appropriate and acceptable. There should be no conflict or humiliation element present.
* Job Security – The organization must provide job security to the employees.
1. **Motivational factors**

According to Herzberg, the hygiene factors cannot be regarded as motivators. The motivational factors yield positive satisfaction. These factors are inherent to work. These factors motivate the employees for a superior performance. These factors are called satisfiers. These are factors involved in performing the job. Employees find these factors intrinsically rewarding. The motivators symbolized the psychological needs that were perceived as an additional benefit. Motivational factors include:

* Recognition – The employees should be praised and recognized for their accomplishments by the managers.
* Sense of achievement – The employees must have a sense of achievement. This depends on the job. There must be a fruit of some sort in the job.
* Growth and promotional opportunities – There must be growth and advancement opportunities in an organization to motivate the employees to perform well.
* Responsibility – The employees must hold themselves responsible for the work. The managers should give them ownership of the work. They should minimize control but retain accountability.
* Meaningfulness of the work – The work itself should be meaningful, interesting and challenging for the employee to perform and to get motivated.

#### ****McGregor’s Theory X and Theory Y****

The idea that a manager’s attitude has an impact on employee motivation was originally proposed by Douglas McGregor, a management professor at the Massachusetts Institute of Technology during the 1950s and 1960s. In his 1960 book, The Human Side of Enterprise, McGregor proposed two theories by which managers perceive and address employee motivation. He referred to these opposing motivational methods as Theory X and Theory Y management. Each assumes that the manager’s role is to organize resources, including people, to best benefit the company. However, beyond this commonality, the attitudes and assumptions they embody are quite different.

**Theory X**

According to McGregor, Theory X management assumes the following:

* Work is inherently distasteful to most people, and they will attempt to avoid work whenever possible.
* Most people are not ambitious, have little desire for responsibility, and prefer to be directed.
* Most people have little aptitude for creativity in solving organizational problems.
* Motivation occurs only at the physiological and security levels of Maslow’s hierarchy of needs.
* Most people are self-centered. As a result, they must be closely controlled and often coerced to achieve organizational objectives.
* Most people resist change.
* Most people are gullible and unintelligent.

**Theory Y**

The higher-level needs of esteem and self-actualization are ongoing needs that, for most people, are never completely satisfied. As such, it is these higher-level needs through which employees can best be motivated.

In strong contrast to Theory X, Theory Y management makes the following assumptions:

* Work can be as natural as play if the conditions are favorable.
* People will be self-directed and creative to meet their work and organizational objectives if they are committed to them.
* People will be committed to their quality and productivity objectives if rewards are in place that address higher needs such as self-fulfillment.
* The capacity for creativity spreads throughout organizations.
* Most people can handle responsibility because creativity and ingenuity are common in the population.
* Under these conditions, people will seek responsibility.

**Ouchi’s Theory Z**

Management professor William Ouchi argued that Western organizations could learn from their Japanese counterparts. Although born and educated in America, Ouchi was of Japanese descent and spent a lot of time in Japan studying the country’s approach to workplace teamwork and participative management. The result was Theory Z—a development beyond Theory X and Theory Y that blended the best of Eastern and Western management practices. Ouchi’s theory first appeared in his 1981 book, Theory Z: How American Management Can Meet the Japanese Challenge. The benefits of Theory Z, Ouchi claimed, would be reduced employee turnover, increased commitment, improved morale and job satisfaction, and drastic increases in productivity.

Theory Z stresses the need to help workers become generalists, rather than specialists. It views job rotations and continual training as a means of increasing employees’ knowledge of the company and its processes while building a variety of skills and abilities. Since workers are given much more time to receive training, rotate through jobs, and master the intricacies of the company’s operations, promotions tend to be slower. The rationale for the drawn-out time frame is that it helps develop a more dedicated, loyal, and permanent workforce, which benefits the company; the employees, meanwhile, have the opportunity to fully develop their careers at one company. When employees rise to a higher level of management, it is expected that they will use Theory Z to “bring up,” train, and develop other employees in a similar fashion.

Ouchi’s Theory Z makes certain assumptions about workers. One assumption is that they seek to build cooperative and intimate working relationships with their coworkers. In other words, employees have a strong desire for affiliation. Another assumption is that workers expect reciprocity and support from the company. According to Theory Z, people want to maintain a work-life balance, and they value a working environment in which things like family, culture, and traditions are considered to be just as important as the work itself. Under Theory Z management, not only do workers have a sense of cohesion with their fellow workers, they also develop a sense of order, discipline, and a moral obligation to work hard. Finally, Theory Z assumes that given the right management support, workers can be trusted to do their jobs to their utmost ability and look after for their own and others’ well-being.

Theory Z also makes assumptions about company culture. If a company wants to realize the benefits described above, it need to have the following:

* **A strong company philosophy and culture:-**The company philosophy and culture need to be understood and embodied by all employees, and employees need to believe in the work they’re doing.
* **Long-term staff development and employment:-** The organization and management team need to have measures and programs in place to develop employees. Employment is usually long-term, and promotion is steady and measured. This leads to loyalty from team members.
* **Consensus in decisions:** Employees are encouraged and expected to take part in organizational decisions.
* **Generalist employees:** Because employees have a greater responsibility in making decisions and understand all aspects of the organization, they ought to be generalists. However, employees are still expected to have specialized career responsibilities.
* **Concern for the happiness and well-being of workers:** The organization shows sincere concern for the health and happiness of its employees and their families. It takes measures and creates programs to help foster this happiness and well-being.
* **Informal control with formalized measures:** Employees are empowered to perform tasks the way they see fit, and management is quite hands-off. However, there should be formalized measures in place to assess work quality and performance.
* **Individual responsibility:** The organization recognizes the individual contributions but always within the context of the team as a whole.

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**Herzberg’s Motivation Hygiene Theory**

The psychologist Frederick Herzberg extended the work of Maslow and propsed a new motivation theory popularly known as Herzberg’s Motivation Hygiene (Two-Factor) Theory. Herzberg conducted a widely reported motivational study on 200 accountants and engineers employed by firms in and around Western Pennsylvania.

He asked these people to describe two important incidents at their jobs:

(i) When did you feel particularly good about your job, and

(ii) When did you feel exceptionally bad about your job? He used the critical incident method of obtaining data.

The responses when analysed were found quite interesting and fairly consistent. The replies respondents gave when they felt good about their jobs were significantly different from the replies given when they felt bad. Reported good feelings were generally associated with job satisfaction, whereas bad feeling with job dissatisfaction. Herzberg labelled the job satisfiers motivators, and he called job dissatisfies hygiene or maintenance factors. Taken together, the motivators and hygiene factors have become known as Herzberg’s two-factor theory of motivation

Herzberg’s motivational and hygiene factors have been shown in the Fig.



According to Herzberg, the opposite of satisfaction is not dissatisfaction. The underlying reason, he says, is that removal of dissatisfying characteristics from a job does not necessarily make the job satisfying. He believes in the existence of a dual continuum. The opposite of ‘satisfaction’ is ‘no satisfaction’ and the opposite of ‘dissatisfaction’ is ‘no dissatisatisfaction’.

According to Herzberg, today’s motivators are tomorrow’s hygiene because the latter stop influencing the behaviour of persons when they get them. Accordingly, one’s hygiene may be the motivator of another.

However, Herzberg’s model is labeled with the following criticism also:

1. People generally tend to take credit themselves when things go well. They blame failure on the external environment.
2. The theory basically explains job satisfaction, not motivation.
3. Even job satisfaction is not measured on an overall basis. It is not unlikely that a person may dislike part of his/ her job, still thinks the job acceptable.
4. This theory neglects situational variable to motivate an individual.

Because of its ubiquitous nature, salary commonly shows up as a motivator as well as hygine.

Regardless of criticism, Herzberg’s ‘two-factor motivation theory’ has been widely read and a few managers seem untaminar with his recommendations. The main use of his recommendations lies in planning and controlling of employees work

**Contemporary Theories of Motivation: Self-Determination Theory, Self-Efficacy Theory, Vroom’s Expectancy Theory**

Early motivation theories were based on the assumptions and sometime these theories were not supported by strong evidence. Maslow’s hierarchy of needs is a good example of this approach. Therefore, alternative theories of motivation have been put forward over time.

1. **Self-determination Theory**

Self-determination theory suggests that people are motivated to grow and change by three innate and universal psychological needs.

This theory suggests that people are able to become self-determined when their needs for competence, connection, and autonomy are fulfilled.

The concept of intrinsic motivation, or engaging in activities for the inherent rewards of the behavior itself, plays an important role in self-determination theory.

Self-determination theory grew out of the work of psychologists Edward Deci and Richard Ryan, who first introduced their ideas in their 1985 book Self-Determination and Intrinsic Motivation in Human Behavior. They developed a theory of motivation which suggested that people tend to be driven by a need to grow and gain fulfillment.

**Two key assumptions of the theory**

**(i) The need for growth drives behavior**

The first assumption of self-determination theory is that people are actively directed toward growth. Gaining mastery over challenges and taking in new experiences are essential for developing a cohesive sense of self.

**(ii) Autonomous motivation is important**

While people are often motivated to act by external rewards such as money, prizes, and acclaim (known as extrinsic motivation), self-determination theory focuses primarily on internal sources of motivation such as a need to gain knowledge or independence (known as intrinsic motivation).

According to self-determination theory, people need to feel the following in order to achieve psychological growth:

* **Competence:** People need to gain mastery of tasks and learn different skills. When people feel that they have the skills needed for success, they are more likely to take actions that will help them achieve their goals.
* **Connection or Relatedness:** People need to experience a sense of belonging and attachment to other people.
* **Autonomy:** People need to feel in control of their own behaviors and goals. This sense of being able to take direct action that will result in real change plays a major part in helping people feel self-determined.

Imagine a person who fails to complete an important project at work. If this person is high in self-determination, they will admit their fault, believe that they can do something to fix the problem and take action to correct the mistake.

If that same person was low in self-determination, they might instead look for other things that they can blame. They might make excuses, assign blame, or refuse to admit that their own role. Most importantly, perhaps, is that this person won’t feel motivated to fix the mistake. Instead, they might feel helpless to control the situation and believe that nothing that they do will have any real effect.

1. **Self-efficacy Theory**



**(i) Experience**

Experience refers to your past experience of completing similar tasks. This is the most important factor in self-efficacy.

If you performed a similar task well in the past, then you are more likely to be confident that you can complete similar tasks well in the future.

**(ii) Vicarious Experience**

You can develop self-efficacy vicariously by watching other people perform a task.

If you watch someone similar to you perform a task and succeed at that task then your self-efficacy will increase. Conversely, if you watch someone similar to you perform a task and fail then this can have a negative effect on your self-efficacy.

**(iii) Social Persuasion**

You can increase your self-efficacy if others give you encouragement that you can perform a task. Likewise, your self-efficacy will decrease if you receive discouraging or disparaging remarks about your ability to perform a task.

**(iv) Physiological Feedback**

When confronted with a task you experience a sensation from your body. How you interpret these signals will impact you self-efficacy.

For example, if you are due to perform a presentation to a large crowd of people you might experience butterflies in your stomach.

1. **Vroom’s expectancy Theory**

Vroom’s Expectancy Theory was proposed by Victor. H. Vroom, who believed that people are motivated to perform activities to achieve some goal to the extent they expect that certain actions on their part would help them to achieve the goal.

Vroom’s Expectancy Theory is based on the assumption that an individual’s behavior results from the choices made by him with respect to the alternative course of action, which is related to the psychological events occurring simultaneously with the behavior. This means an individual selects a certain behavior over the other behaviors with an expectation of getting results, the one desired for.

Thus, Vroom’s Expectancy Theory has its roots in the cognitive concept, i.e. how an individual processes the different elements of motivation. This theory is built around the concept of valence, instrumentality, and Expectancy and, therefore, is often called as VIE theory.

The algebraic representation of Vroom’s Expectancy theory is:

Motivation (force) = ∑Valence x Expectancy



**(i) Valence**

It refers to the value that an individual places on a particular outcome or a strength of an individual’s preference for the expected rewards of the outcome. To have a positive valence, one should prefer attaining the outcome to not attaining it. For example, if an employee gets motivated by promotions, then he might not value offers of increased incentives. The valence is zero if an individual prefers not attaining outcomes to attaining it. In the above example, an employee agrees with the increased incentives.

**(ii) Instrumentality**

Another major input into the valence is the instrumentality of first level outcome in obtaining the second level outcome, i.e. a degree to which the first level leads to the second level outcome. For example, suppose an employee desires promotion and he feel that superior performance is a key factor to achieve the goal. Thus, his first level outcomes are superior, average and poor performance and the second level outcome is the promotion.

Hence, the first level outcome of high performance acquires the positive valence so as to have the expected relationship with the second level outcome of the promotion. Thus, an employee will be motivated to perform efficiently with a desire to get promoted.

**(iii) Expectancy**

Expectancy, another factor that determines the motivation, refers to the probability that a particular action will lead to the desired outcome. The expectancy is different from the instrumentality in the sense; it relates efforts to the first level outcome, whereas the instrumentality relates to first and second-level outcomes to each other. Thus, expectancy is the probability that a particular action will lead to a particular first-level outcome.