MOTIVATIONAL EMPOWERMENT OF EMPLOYEES THROUGH MASLOW’S THEORY

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ABSTRACT
Employees’ performance has been established to be directly related to employees’ motivation. Organization and people are depending on each other to fulfill their desired expectations. Management priority is to detect and deliver a wide range of tactics that will satisfy and match both employees and organization values.

There are several theories in motivating the employees. The most important theories include: Maslow’s hierarchy of needs, Herzberg’s two-factor theory, Aristotle’s seven causes, Vroom’s expectancy theory, X and Y theory and the different types of motivation. Each theory is related in the fact that there are needs for all people to meet. This article indicates that the success of any organization largely depends on the motivation of its employees through Maslow’s theory of motivation. The study analyses and discusses the response of 108 employees about their needs and their fulfillment. The importance and significance of the results are discussed at theoretical and empirical levels, and we advance a set of recommendations to the management, in order to apply good employee’s motivation practices.

KEY WORDS: Benefits, Employees' performance, Maslow’s hierarchy, Motivation, Rewards.