

UG (SEMESTER II)
HSC CC204
RESOURCE MANAGEMENT

MOTIVATION THEORY

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OBJECTIVE OF THIS UNIT



In this unit, we shall discuss the Maslow's theory of motivation which include hierarchy of needs such as- physiological needs, safety needs, social needs, self esteem needs and self actualization needs.

MASLOW'S THEORY OF MOTIVATION



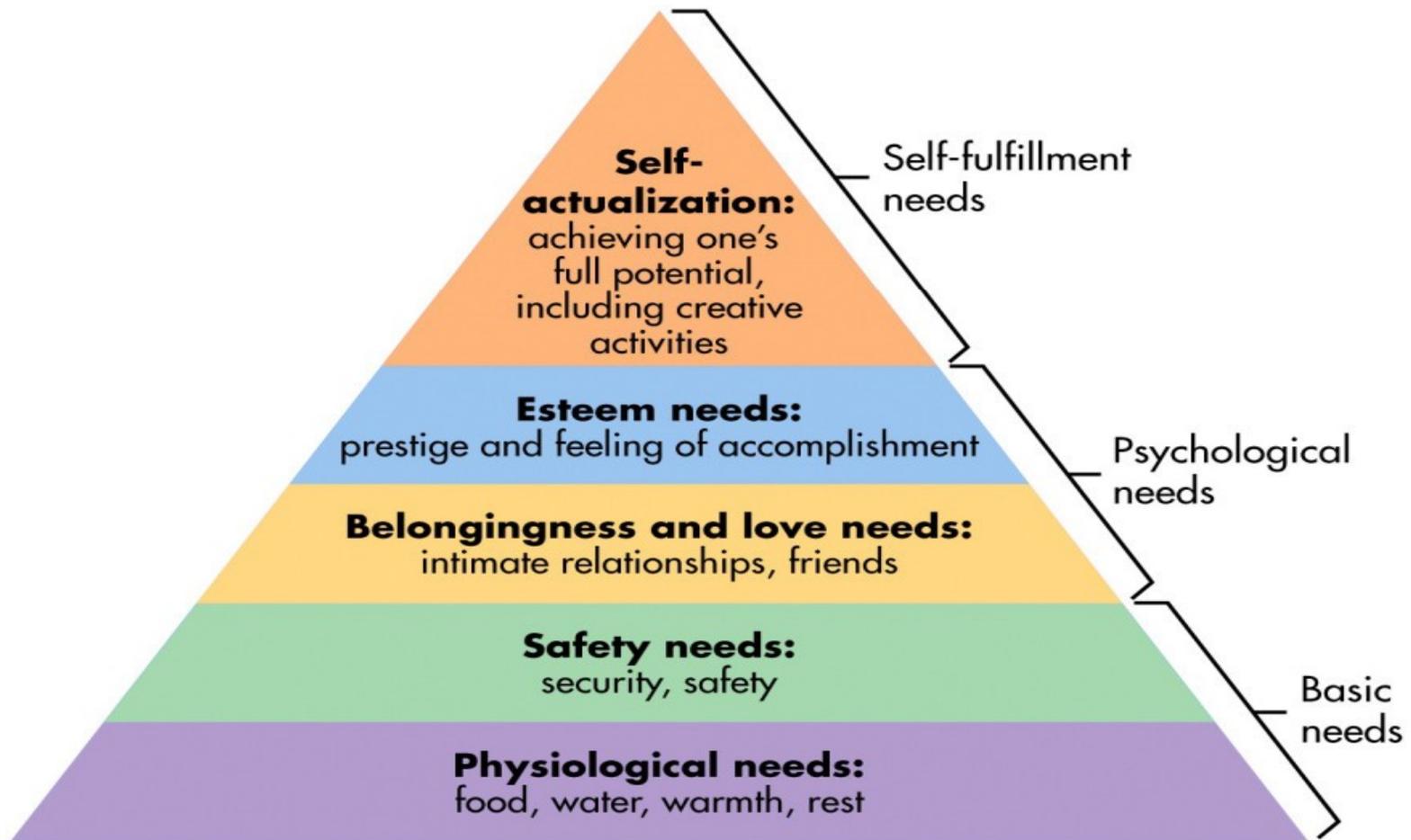
Abraham Maslow (1908-70), a psychologist, proposed that motivation is the result of a person's attempt at fulfilling five basic needs: physiological, safety, social, esteem and self actualization. According to him, these needs can create internal pressures that can influence a person's behavior.

MOTIVATION



Motivation is the characteristic that helps you achieve your goal. It is the drive that pushes you to work hard. It is the energy that gives you the strength to get up and keep going- even when things are not going your way.

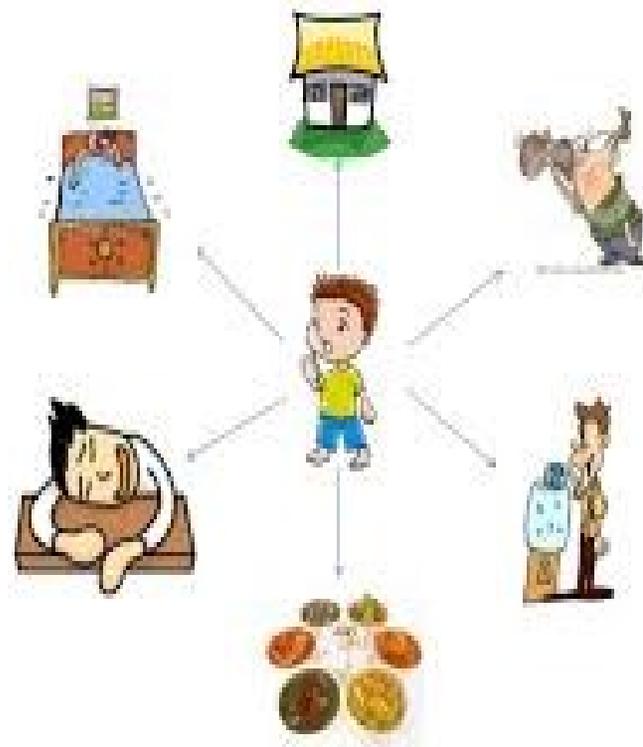
MASLOW'S HIERARCHY OF NEEDS



PHYSIOLOGICAL NEEDS

Physiological needs are those needs required for human survival such as air, food, water, shelter, clothing and sleep.

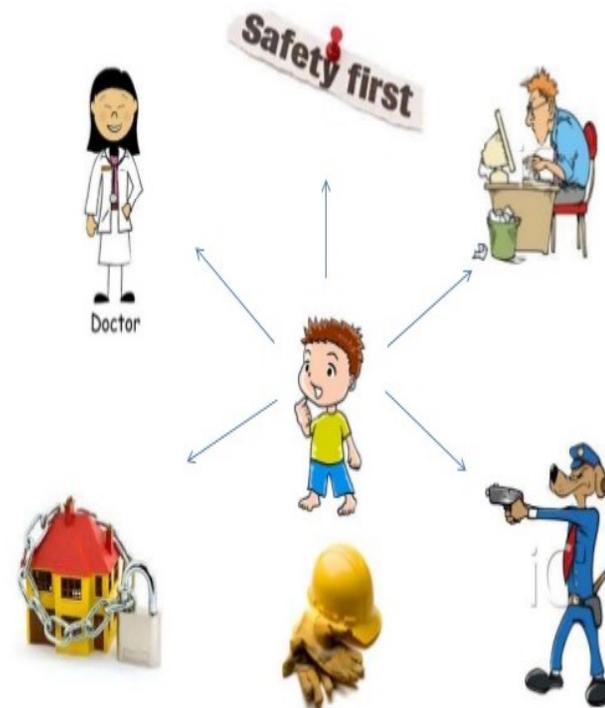
PHYSIOLOGICAL NEEDS



SAFETY NEEDS

Once an individual's physiological needs are satisfied, the needs for safety and security become salient. People want to experience order, predictability and control in their lives. These needs can be fulfilled by family and society.

SAFETY NEEDS



SOCIAL NEEDS

Social needs, also called **love and belonging**, refer to the need to feel a sense of belonging and acceptance. Social needs are important to humans so that they do not feel alone, isolated and depressed. Friendships, family and intimacy all work to fulfill social needs.

BELONGINGNESS & LOVE NEEDS



ESTEEM NEEDS

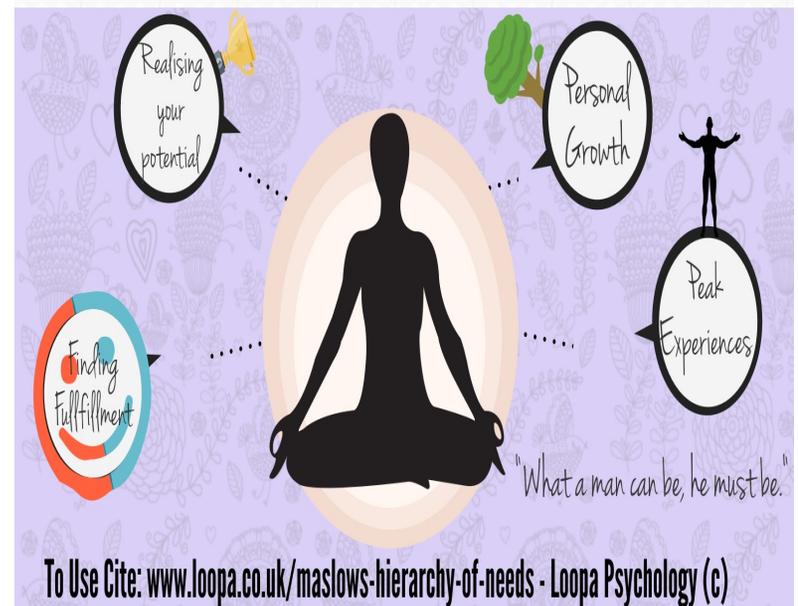
Esteem needs refer to the need for self-esteem and respect, with self-respect being slightly more important than gaining respect and admiration from others.



SELF-ACTUALIZATION NEEDS

Self-actualization refers to the realization of a person's potential, self-fulfillment, seeking personal growth and peak experiences.

Self-Actualisation



CRITICISM OF MOTIVATION THEORY

- The needs may not follow a definite hierarchical order. For example, even if safety need is not satisfied, the social need may emerge.
- The need priority model may not apply at all times in all places.
- The level of motivation may be permanently lower for some people. For example, a person suffering from chronic unemployment may remain satisfied for the rest of his life if only he get enough food.