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Maximising Productivity through Employee Motivation

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Abstract:

The paper provides a comprehensive examination of research on how to enhance productivity in the workplace by motivating employees. First, the paper introduces the concept of employee motivation and its impact on output. The article then delves into several theories, including Maslow's hierarchy of needs, Herzberg's two-factor theory, and expectation theory, to better understand what motivates workers and how these factors can increase employee engagement. The paper also discusses various approaches and practices that have proven effective in boosting morale and productivity in the workplace. These include goal-setting, rewards and recognition, and employee participation in decision-making. Furthermore, the paper highlights the importance of strong leadership in fostering an inspiring workplace. Leaders play a crucial role in establishing the direction, communicating it clearly, and promoting an environment that encourages teamwork and constructive criticism. In addition, the paper summarizes studies that have examined the efficiency of different forms of motivation. The results suggest that proper goal setting, feedback, and appropriate rewards and recognition significantly benefit employee motivation and performance. The paper stresses the need for regular assessment and improvement of incentive strategies to ensure their long-term efficacy. The paper concludes by pointing out specific gaps in the existing literature and offering suggestions for further study. Given the significance of teams in contemporary businesses, the study suggests that more research is needed on team-level motivation than has been conducted.

Keywords: Productivity, employee motivation, workplace motivation, work environment, growth and development, job satisfaction

1. Introduction

Maximizing productivity is crucial for businesses to succeed in today's competitive market (Varma, 2018). Similarly, Perkbox (2021) adds that an organization's success is mainly dependent on the success of its workers and that success is, in turn, driven by the individuals' motivations. Organizations must improve employee enthusiasm to increase productivity. A person's level of motivation at work determines how much they will strive toward their professional objectives. Employees who feel inspired by their jobs are likelier to go above and beyond, improving the organization's bottom line.

Several experts, consultants, and writers have studied the correlation between employee motivation and organizational output. These two ideas are fundamental to understanding the importance of human capital as a production input. In the same vein, Novitasari et al. (2020) lend credence to the idea by stressing the importance of a motivated staff in bolstering both the competitive edge and the bottom line. That is why it is up to management to devise strategies and methods that inspire employees to contribute to the company's ultimate goals of increased output and profitability. Motivation training, which entails instructing staff members to focus on organizational operations, may increase employees' effectiveness in their boundary-spanning positions (Tran, 2017).

Therefore, this paper explores how to maximize productivity through employee motivation. The study is mainly based on secondary research, drawing on existing knowledge from scholarly articles, books, and websites on employee motivation and productivity. Based on the analysis, we identify key factors that can maximize employee motivation and productivity. This includes factors such as recognition and reward, clear communication, opportunities for growth and development, and a positive work environment. We summarize the findings and conclude how organizations can implement strategies to maximize employee motivation and improve productivity in the workplace. We further recommend that organisations implement the strategies identified in the study to maximize employee motivation and productivity.

2. Motivational Concept

Empirical studies on motivating tactics have investigated several intrinsic and extrinsic methods. This section will look at the data-driven studies conducted on different motivating strategies.

2.1. Intrinsic Motivation

Intrinsic motivation describes the desire to do something or to strive toward a goal for its own sake rather than in exchange for an external gain. According to studies, self-driven people are likelier to succeed in their endeavours and perform at a high standard (Adamma et al., 2018). Setting objectives is an example of a motivational strategy that may help boost individuals' intrinsic drives. A precise and demanding goal-setting style has increased intrinsic motivation because it gives individuals a clearer sense of purpose and direction.

Feedback is another method that can inspire more intrinsic motivation. Motivating people by pointing out their successes and areas for growth, feedback is a powerful tool for fostering continuous development. Giving students feedback on their progress toward a goal increased their intrinsic motivation, according to research by Scantlebury & Ross (2021). Researchers discovered that when students were given feedback on their performance, they were more willing to persist in adversity.

2.2. Extrinsic Motivation

Extrinsic motivation refers to the inclination to do an action or pursue a goal in exchange for some external rewards, such as money or praise. Short-term gains from extrinsic drive may mask the possibility of being less sustainable than long-term gains from intrinsic motivation (Fischer et al., 2019). Rewards are an example of an extrinsic motivating method. Individuals might be motivated to act in pursuing their goals when they are presented with the opportunity to reap some reward upon reaching that objective.

Punishment is another method used to encourage extrinsic motivation. An individual's ability to escape punishment strongly motivates them to behave appropriately. It is crucial to remember that punishment is not always a good motivator and may even harm motivation and happiness. Negative feelings and a loss of intrinsic drive are possible outcomes of punishment due to its potential to instil dread, anxiety, and a feeling of external pressure (Ali, 2022). Moreover, punishment may not be effective in promoting long-term behaviour change since it may not address the underlying causes of poor performance, such as a lack of skills or support.

2.3. Social Motivation

Social motivation describes the urge to act or work toward a goal to maintain or improve one's social relationships. The sense of community and encouragement individuals get from their social networks may significantly influence them, which is why it is essential to cultivate these relationships. The use of social comparison as a motivating tool is one such example. Engaging in social comparison is better for understanding one's strengths and areas for improvement.

Social support is another method that has proven effective in boosting group motivation. Assisting people socially means giving them the encouragement and resources they need to reach their objectives. Bishop et al. (2013), for instance, observed that people were more likely to stick to their weight-loss program when they received social support from friends and family. According to the study's authors, social support increased the likelihood of participants sticking with the program and ultimately losing weight.

3. Theories of Employee Motivation

Employee motivation is essential to employee engagement, job satisfaction, and productivity (Alanizan, 2023). Managers who understand employee motivation theories and models may utilize what they learn to build a workplace culture where employees feel valued and supported. This section uses concrete examples to explore various employee motivation theories and their advantages and disadvantages.

3.1. Maslow's Hierarchy of Needs Theory

According to Maslow's idea of the "hierarchy of needs," people have a variety of different types of needs, with "physiological" conditions being the most basic and "self-actualization" needs being the highest. According to Chan (2022), employees will be motivated to satisfy lower-level needs before higher-level ones. After workers' basic requirements are met, they will focus on their more advanced wants and desires. Workers, for instance, will be pushed to prioritize satisfying their physiological requirements with their income ahead of concerns about their physical or financial safety, such as job security (Chan, 2022).

Maslow's theory has practical applications in the workplace, one of which is the design of jobs. Managers can design job descriptions to meet workers' demands at all levels of the organization (Shoib et al., 2022). For example, managers may satisfy the physiological requirements of their staff by paying them a decent salary, meet the safety needs of their workers by ensuring a risk-free workplace, and meet the self-actualization needs of their team by providing challenging opportunities for professional and personal growth.

However, Maslow's theory has its flaws, and one of them is that not all workers have the same hierarchy of requirements. Individuals' demands vary, as does the order in which they are prioritized (Chan, 2022). Some workers could prioritize a stable income over professional development opportunities, while others might put emotional requirements ahead of physical ones.

3.2. Herzberg's Two-Factor Theory

According to Herzberg's two-factor theory, there are two sources of intrinsic motivation in the workplace: hygienic factors and motivators. Provide adequate workplace hygiene components to avoid discontent on the job. According to research by Chachar et al. (2022), the hygiene factor significantly impacts participants' work satisfaction in

terms of pay, status, working conditions, interpersonal relationships with subordinates, potential for personal development, and motivating factors like recognition and success. As opposed to things that demotivate, motivators are things that, if present, may boost one's spirits and enthusiasm while at work. These factors include accomplishment, acknowledgement, responsibility, and development prospects.

One example of how Herzberg's theory can be applied in the workplace is through job enrichment. Job enrichment is a practical application of Herzberg's idea that may be seen in today's workplaces (Mitsakis & Galanakis, 2022). Adding more responsibility, freedom, and difficulty to one's employment is one way to "enrich" it. The provision of such avenues for staff development might boost motivation. However, Herzberg's theory has several weaknesses; a major one is that it simplifies the complexities of the human mind. People's motives and criteria for maintaining personal hygiene may vary considerably (Ali, 2022). Moreover, some workers may need to avoid falling cleanly into either of Herzberg's categories since their motivation comes from a sense of purpose or societal influence.

3.3. Theory

According to expectancy theory, people are driven to work hard when they anticipate that doing so will result in favourable outcomes (Mansaray, 2019). According to this theory, workers will be motivated if they believe their efforts will yield positive results and the benefits will be well worth the cost (Mansaray, 2019). Performance management is one context in which expectation theory has been successfully used. Leaders may provide staff with specific performance targets and incentives for achieving them. Managers may also aid workers in accomplishing their objectives by giving constructive criticism and encouragement.

Nevertheless, expectation theory has certain limitations, including the assumption that all workers are rational decision-makers who consider the consequences of their actions. Other factors, such as employees' emotions, preconceived notions, and societal expectations, could influence their actions.

4. Techniques and Strategies for Motivating Employees

A company can only thrive with a dedicated workforce. Employees inspired to do their best job consistently outperform those not as invested in the company's success (Alanizan, 2023). Motivated workers have been shown to increase both job satisfaction and tenure length. However, managers need help in trying to inspire their staff. This section explores various methods that managers may use to motivate their teams.

4.1. Recognition and Rewards

Motivators like rewards and acknowledgement increase productivity and satisfaction in the workplace. Recognizing and rewarding workers might encourage them to maintain high levels of productivity. Bonuses, promotions, and honours like "Employee of the Month" awards are all examples of suitable types of reward. For example, while recognizing and rewarding employees, Google is often cited as a prime example of its innovative approaches. By participating in Google's "peer bonuses" initiative, workers may publicly acknowledge and reward their colleagues for exceptional performance with cash bonuses (Tran, 2017). A program like this encourages workers to work together and feel appreciated.

However, Hussain et al. (2019) contend that some workers may need to pay more attention to their long-term growth and development to achieve immediate objectives. Employees motivated solely by the possibility of receiving rewards and acknowledgement may devote less time and effort to achieving long-term objectives, which may require more time and effort. Secondly, there may be unforeseen results from giving and receiving praise and awards. For instance, they might foster an atmosphere of rivalry and anger among workers who believe they are not fairly compensated or acknowledged (Ali & Anwar, 2021). The result might be a decrease in morale and teamwork at work. Lastly, it might harm workers' intrinsic motivation to receive external incentives for work they would otherwise accomplish because it is inherently satisfying. However, if workers are just interested in the payoff, they may become disengaged and less productive.

4.2. Training and Development

Possibilities for advancement and learning are a great way to boost employee morale. Employees may develop their talents and progress in their professions if their employers provide training and development opportunities. This has the potential to boost confidence and enthusiasm in the workplace. One example of Marriott International's many training and development programs is the Marriott Leadership Development Program, a two-year course to groom the company's future leaders (Hotel Management, 2010). Participants get instruction in management, leadership, and business administration. Employees at Marriott may take advantage of the initiative to help them develop professionally and remain enthusiastic about their jobs.

In contrast, Boerlijst (2020) states that it is essential to note that investments in employee education and growth often come at a high cost for businesses. The cost of training and development may be relatively high, depending on the scale and complexity of the program. Employees and trainers may have to pay for things like time away from the office, supplies, and the price of a new computer system. Additionally, the returns on investment in training and development programs may only sometimes be realized. This might be especially difficult for less resourceful or smaller businesses.

4.3. Communication and Feedback

Employee motivation relies heavily on open lines of communication and consistent feedback. It is much easier for workers to comprehend their objectives and make progress toward them when supervisors give clear expectations and feedback on performance (Scantlebury & Ross, 2021). Furthermore, an excellent working atmosphere, high morale, and

energized workers are all outcomes of open and honest communication in the workplace. For example, Salesforce, a cloud computing firm, employs a tool called "V2MOM" to share the company's vision with workers and have everyone pulling in the same direction. V2MOM stand for: Vision, values, methods, obstacles, and measures, or (Scantlebury & Ross, 2021). With this structure in place, everyone is on the same page regarding the firm's mission, values, and expectations.

On the contrary, the potential for misunderstandings and disputes to arise because of failures in communication is another limitation of communication and feedback (PUN, 2020). Maintaining eye contact and attentive listening in a high-pressure work setting might be challenging, yet they are necessary for effective communication. Misunderstandings and friction between workers and between workers and management may arise when information needs to be conveyed clearly or be more freedom; they may need to read more carefully. A loss of trust and cooperation may harm morale and production.

4.4. *Work-Life Balance*

Workers who can balance their professional and personal lives well are more likely to be motivated (Ludwig, 2020). Supervisors may encourage employees to strike a better work-life balance by allowing them to work from home or adjusting their hours as needed. As a result, stress and burnout may be reduced, and workers can better balance their personal and professional lives. Telecommuting and adaptable schedules are only two examples of the flexible work options provided by companies like American Express (Ludwig, 2020). A healthy work-life balance is encouraged, and workers can enjoy their time better.

Even though there are benefits that come with work-life balance, there are some negative aspects. Burnout is a significant drawback of balancing a job and personal life. According to Bellmann & Hübler (2020), workers must strike a good work-life balance; it is even more crucial to give their all to their jobs daily. Employees who spend too much time thinking about things outside of work are less likely to give their full attention to their jobs, which may harm output (Figueroa, 2022). Suppose workers are under undue stress and pressure to strike a flawless work-life balance. In that case, they may experience burnout and exhaustion due to feeling guilty or anxious if they fall short on their personal or professional commitments.

4.5. *Employee Empowerment*

Giving employees more job autonomy may increase their motivation and engagement. Employees are more likely to be motivated and dedicated when they believe they have some say in their jobs and can make a real difference. One company that takes a novel approach to employee autonomy is Zappos, an online shoe and clothing shop. The "happy culture" promotes independence and responsibility among workers (Harrison et al., 2023). Zappos fosters a culture of trust and cooperation among its staff by providing them with the tools they need to do their jobs well.

However, when employees are given more freedom, they may continue taking responsibility for their actions (AlKahtani et al., 2021). The opposite of accountability is responsibility, so giving workers more freedom and say in their work may backfire. This may result in a muddled understanding of who is responsible for what and a feeling of disconnection from the final product. In addition, workers may become complacent and less motivated to give their all if they are not held accountable for their actions (Ahmed et al., 2020).

4.6. *The Art of Working Together*

Team building exercises boost morale and motivation by encouraging employees to work together. Employees are more likely to be invested in their work and motivated when they feel like they belong to a team and have the backing of their co-workers. Outdoor apparel manufacturer Patagonia, for instance, encourages its staff to work together by hosting regular team-building events like hikes and surf sessions (Patagonia, 2019). Employees' motivation and engagement in the workplace may increase due to these events, which allow them to get to know one another and feel a sense of community inside the company.

On the contrary, when employees place excessive importance on getting along with one another and avoiding conflict, they may fail to see or address potential issues with a project or proposal (García-Buades et al., 2019). This may make it hard to think creatively, make sound decisions, and deal with serious issues. Further, building a collaborative and communicative culture is costly in terms of time and resources, and it is possible that it would not be successful in every situation. However, not all employees are cut out for teamwork; others may find it more productive to tackle tasks alone. As a result, morale and output may go down as employees argue with one another.

4.7. *Establishing Objectives*

Employees are more likely to be motivated and engaged in their jobs when they have straightforward and attainable objectives to strive towards. Employees are more likely to be inspired and dedicated to accomplishing their goals when they can see the connection between them and the organization's larger strategic goals. Coca-Cola, for instance, employs a goal-setting program called "Objectives and Key Results" (OKRs) to help employees' aspirations mesh with those of the corporation (PossibleWorks, 2020). Employees are encouraged to create attainable objectives, and the program offers a structure for doing so and monitoring and assessing their performance against those goals.

However, setting goals might lead to inflexibility. When businesses develop objectives, they often identify precise targets and benchmarks for success. Although this might bring clarity and concentration to workers, it can also produce a rigid and inflexible work atmosphere. Murphy (2019) states that workers may feel restricted by precise goals, making it hard to adapt to changes or unanticipated scenarios that may develop. Additionally, when individuals are focused on

reaching targets, they may become less versatile and innovative in their approach to their job. This might lead to a drop in overall performance and productivity.

4.8. Incentive Programmes

Employees may get an extra boost in motivation from incentive schemes. Bonuses, awards, and other incentives are all possible forms of incentive, and they may all be linked to measurable outcomes that encourage the desired behaviour. One such scheme is "REDcard Rewards," provided by the retail giant Target to its workers (Pereira, 2023). Workers who successfully sell REDcard credit cards to clients are rewarded with awards and incentives. Employees will have an extra push to hit their targets and help the firm succeed due to the initiative.

On the other hand, there is a risk of inequality in incentive schemes. Incentive programs are created to provide monetary incentives to workers who achieve or go above and beyond the established objectives. There may not be a level playing field for accomplishing these objectives among all personnel. For instance, some workers may have the edge over others because they work in a department or position with access to additional resources or assistance (Alanizan, 2023). Moreover, some workers may have more excellent talent or experience than others, making meeting the objectives and receiving rewards more straightforward. Those treated less favourably than their co-workers may get disenchanted and leave when they see others getting special treatment.

4.9. Individualised Acknowledgement

Employees' distinctive contributions to the company may be acknowledged and celebrated through individualized appreciation programs. Managers may show appreciation for their workers' efforts and contributions by creating recognition programs uniquely suited to each employee. However, individualized recognition can be challenging to put into practice. Different managers may have varying definitions of exceptional achievement, which may cause discrepancies when giving praise (Adamma et al., 2018). Moreover, supervisors may have preferences or prejudices that lead to certain workers being recognized more than others. As a result, workers may see the recognition as arbitrary or unjust, undermining its usefulness as a motivating tool.

5. The Role of Leadership in Employee Motivation

The success of a company relies heavily on a motivated workforce. It motivates workers and increases their commitment to the company's success. Leadership is critical in establishing an inspiring workplace culture. Leaders who get results recognize the value of a motivated workforce and apply various strategies to foster an environment of enthusiasm and dedication. This section highlights the importance of leadership in creating a stimulating workplace, provides examples of effective leadership techniques, and offers advice for those in managerial positions.

5.1. Vision and Direction

To be an effective leader, one must first give the group a defined goal. Employees are more likely to be motivated and dedicated to accomplishing the organization's goals and objectives when they clearly understand them. Leaders may convey the organization's goals and objectives by keeping workers informed and involved. For instance, Kevin Johnson, CEO of Starbucks, has a well-defined strategy for the company's development (Roll, 2021). He believes people should be able to go to Starbucks for more than just a cup of coffee and have a memorable time there. Johnson has invested much money into technology to make the idea a reality, developing a website where customers can pre-order and pay for their beverages. He knows the value of a motivated workforce and has implemented many initiatives.

5.2. Inspirational Leadership

A leader with inspirational qualities will inspire their team members to work harder and achieve more success. Leaders who can encourage and excite their teams create an atmosphere where everyone is invested in their job and eager to succeed. The late Apple Inc. co-founder and visionary Steve Jobs is a prime example of an inspiring leader (Beheshti, 2018). Jobs instilled in his staff a deep respect for innovation and the value of original thought. He encouraged his team to make Apple goods as beautiful as they were helpful. Jobs were an excellent storyteller, and he exploited his talent to instill in his people a sense of mission and drive.

5.3. Trust and Empowerment

Leaders who instil a feeling of confidence and independence in their teams also instil a sense of responsibility for the work they do. When workers have a strong sense of autonomy and confidence in their superiors, they are more inclined to think outside the box and show initiative. For instance, former Google CEO Eric Schmidt instituted an employee autonomy and trust policy. Schmidt saw that Google's success was tied to its workers' ability to think beyond the box; therefore, he encouraged them to do so (Scipioni, 2022). He trusted his workers to make the best judgments for the company's future and to concentrate on topics that piqued their interest.

5.4. Exchange of Information and Opinions

Positive work environments and engaged workers result from open lines of communication and constructive criticism. Leaders regularly check in with their teams to build trust and open the door to more conversation and teamwork. For instance, Satya Nadella, CEO of Microsoft, advocates two-way communication and constructive criticism (McCracken, 2018). Nadella knows how important it is to keep his staff involved and informed, so he routinely hosts town hall meetings. Also, he promotes open communication among workers, which fosters teamwork and new ideas.

5.5. *Counselling and Growth*

Leaders who invest in their people by providing coaching and opportunities for growth are more likely to see them reach their full potential and maintain their motivation. Leaders who invest in their workers' development and well-being by providing coaching and training provide an excellent service to morale in the workplace. Marc Benioff, CEO of Salesforce, is one business leader who has implemented a leadership development program to help his staff members grow professionally through one-on-one coaching and group workshops (Devlin, 2017). Employees may improve their leadership abilities and career progress by participating in the program's mentorship and training sessions. Benioff fosters perpetual improvement by allocating resources to his employees' personal and professional growth.

5.6. *Recognition and Reward*

Leaders who take the time to acknowledge and praise their staff for their efforts publicly are likelier to see an uptick in morale and productivity. Bonuses are only one kind of incentive that is widely accepted and used. Bonuses are an excellent tool for leaders to show appreciation for and motivate employees (Manzoor et al., 2021). Monetary and non-monetary bonuses based on individual and team success are all possible. When appropriately implemented, bonuses may motivate workers to give their all for the company's benefit.

A good example is Jeff Bezos, CEO of Amazon, an employer who has found success with an innovative approach to incentive pay (Stone, 2022). Employees who have been with the firm for more than two years are eligible for stock options, an incentive Bezos offers to keep them around and encourage them to bet on the company's long-term success. Also, Amazon provides monetary incentives to current staff who bring in new hires through employee referrals.

6. **Gaps in the Literature and Suggestions for Future Research**

Although much has been written on what motivates workers, questions still need to be answered, and new directions may be explored. This section explores where the literature could be improved and provides some recommendations for where future studies should go.

Most studies on what motivates workers have been undertaken in Western countries, including the United States, Canada, and Europe. Although cultural influences may substantially affect employee motivation, studies of employee motivation in non-Western cultures are required. In more collectivistic societies like Japan, personal success may take a backseat to concerns like societal peace and personal connections (Fletcher et al., 2019). The usefulness of various motivating strategies in diverse cultural settings might be investigated in future studies. Second, most studies of employee motivation have looked at individuals rather than teams (Fletcher et al., 2019). Since teams have become more vital to the success of contemporary businesses, studies of team motivation are needed. For instance, the effect of team-centric objectives and incentives on morale and output may be studied.

Subsequently, many current studies on employee motivation are cross-sectional. Therefore, there is a need for an additional longitudinal study. Studying the dynamics between motivation and other organizational variables over time requires a longitudinal approach. Longitudinal research may examine how changes in management philosophy affect morale and output among workers. Further study into how technology affects workers' morale is required (Fletcher et al., 2019). The rising use of technology in the workplace makes it crucial to examine how this new medium influences intrinsic motivation and interest. Studies might examine how working from home affects people's desire to work hard and job satisfaction.

Moreover, further study is required to determine how employee satisfaction affects productivity. Contentment in the workplace has been related to higher levels of productivity and happiness at work. As a result, it is crucial to learn what makes workers happy and how to apply that knowledge to motivating techniques. The effect of wellness programs and attempts to promote work-life balance, for instance, on employee engagement and productivity, might be the subject of a study. Also, more study is required to determine how motivation affects results for organizations like new ideas and satisfied clients (Alanizan, 2023). Several studies have looked at how motivation affects productivity on the job, but more research needs to be done to see how it affects other aspects of an organization. One area of inquiry may be the relationship between employee motivation and outcomes like creativity and innovation and how those factors affect an organization's success.

Further, a more critical study of the impact of personality traits on worker motivation is required (Alanizan, 2023). Although numerous studies have looked at the efficacy of various motivating strategies, only a few have considered how factors like personality and learning style might influence the success of these approaches. Personality factors like openness to experience and conscientiousness, for instance, may affect the efficacy of goal setting and feedback, hence the need for more exploration.

Considering the points previously mentioned, it is imperative to recognize the dynamic nature of employee motivation. As the business landscape undergoes rapid transformations, the needs and expectations of employees follow suit. Managers and leaders must demonstrate the adaptability and openness to innovation when addressing motivation strategies. Regularly reviewing and updating motivational approaches enables organizations to address the ever-changing needs of their workforce and maintain high levels of engagement and productivity. It is essential to remember that motivation is not a one-size-fits-all matter, and organizations must be prepared to invest time and resources in understanding their employees' unique motivations and preferences.

Moreover, the role of technology in employee motivation must be addressed. With remote and flexible work arrangements becoming increasingly prevalent, organizations must adapt their motivational strategies to accommodate a more diverse and dispersed workforce. Technological advancements can facilitate communication, collaboration, and

recognition amongst team members, irrespective of their physical location. Embracing technology can also empower organizations to gather data on employee performance, well-being, and engagement, which can be used to refine motivational strategies and make more informed decisions. It is crucial for organizations to harness technology thoughtfully and responsibly to enhance employee motivation and maintain a robust sense of connection among team members.

Finally, the ethical considerations of motivation strategies must be emphasized. While organizations strive to maximize employee motivation, ensuring these efforts do not infringe upon employees' rights or compromise their well-being is crucial. Motivational strategies should empower employees, promote a work-life balance, and foster a healthy and supportive work environment. By prioritizing the well-being of their employees, organizations can not only enhance motivation and productivity but also cultivate a positive reputation, attract top talent, and demonstrate their commitment to ethical business practices. As employee motivation continues to evolve, organizations need to remain vigilant and proactive to foster a motivated, engaged, and ethically sound workforce.

7. Conclusion

Successful businesses understand the importance of keeping their employees highly motivated. Literature on theories of employee motivation, techniques and strategies for motivating employees, the role of leadership in employee motivation, and empirical research on the effectiveness of motivational techniques have all been reviewed and synthesised in the essay. Although there are still some gaps in the literature, the paper lays the groundwork for further study and emphasizes the significance of employee motivation to an organization's success.

Additionally, managers can foster a productive workplace by implementing one of several employee motivation theories. Maslow's theory of a person's needs, Herzberg's two-factor theory, and expectancy theory are all examples of such theories. Managers should evaluate each theory and use whatever theory (or combination of theories) works best for their business and staff. Managers can improve employee engagement, job satisfaction, and productivity by learning about and applying theories of motivation. It is essential to keep workers inspired and engaged in achieving organizational goals. Managers can keep their teams enthusiastic and productive through various methods, such as public praise and rewards, training and development, communication and feedback, work-life balance, employee empowerment, team building, goal setting, incentive programs, and personalized recognition. Managers who take the time to learn about their staff members' unique motivations and work styles can foster an environment conducive to productivity and happiness.

Also, the ability of the leader to inspire team members is crucial to any business's long-term viability. Leaders who are effective at what they do share a vision with their teams, instil confidence in them, give them responsibility, keep constant contact with them, encourage growth through feedback and instruction, and celebrate and commend their employees' successes. When leaders foster inspiration in the workplace, they help employees feel more connected to the company's mission and work harder to meet its objectives. As the essay's examples show, influential leaders can use various strategies to instil a sense of purpose in their teams and foster an environment that encourages collaboration and new ideas.

Overall, empirical studies of motivational strategies have uncovered productive methods of inspiring one's workforce. The motivation, performance, satisfaction, and engagement of an organization's workforce can be enhanced through several techniques, including but not limited to the following: intrinsic motivation, extrinsic motivation, goal setting, social support, feedback and recognition, and training and development. Organizations can foster a productive, engaged, and enthusiastic workforce by familiarizing themselves with empirical research on motivational techniques and incorporating this knowledge into their motivational strategies. The topic of employee motivation has been studied extensively, but questions still need to be answered and new directions explored. Cultural differences in employee motivation, the effects of team-based motivation, the longitudinal effects of motivation, the impact of technology on inspiration, the connection between employee well-being and motivation, the influence of motivation on organizational outcomes, and the role of individual differences are all areas that could benefit from further study. By filling these knowledge gaps, researchers can advance their knowledge of employee motivation and how to promote it in the workplace.

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