

# COMPARISON BETWEEN MOTIVATIONAL THEORIES

SCHOOL OF COMMERCE



# MOTIVATIONAL THEORIES

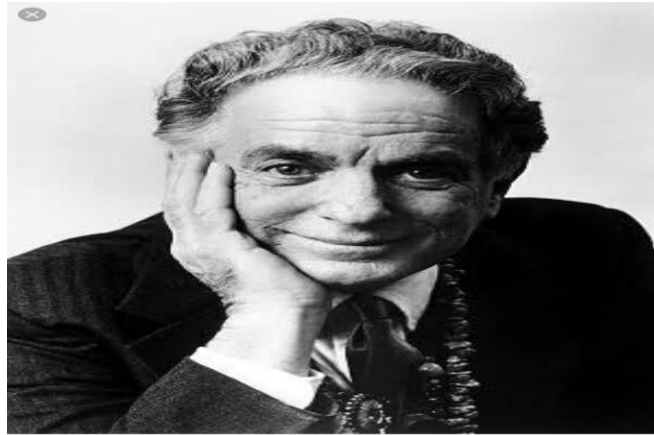
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*MASLOW'S  
THEORY*



*HERZBERG'S  
THEORY*



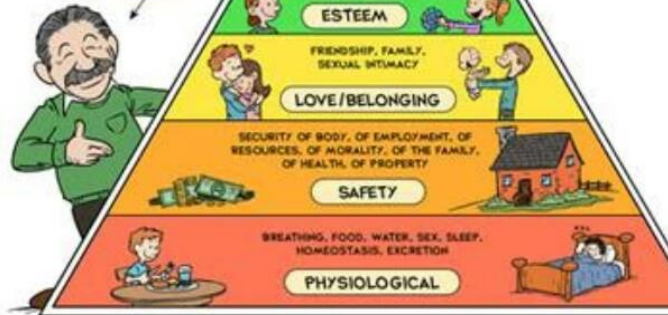
*WILLIAM OUCHI'S  
THEORY*



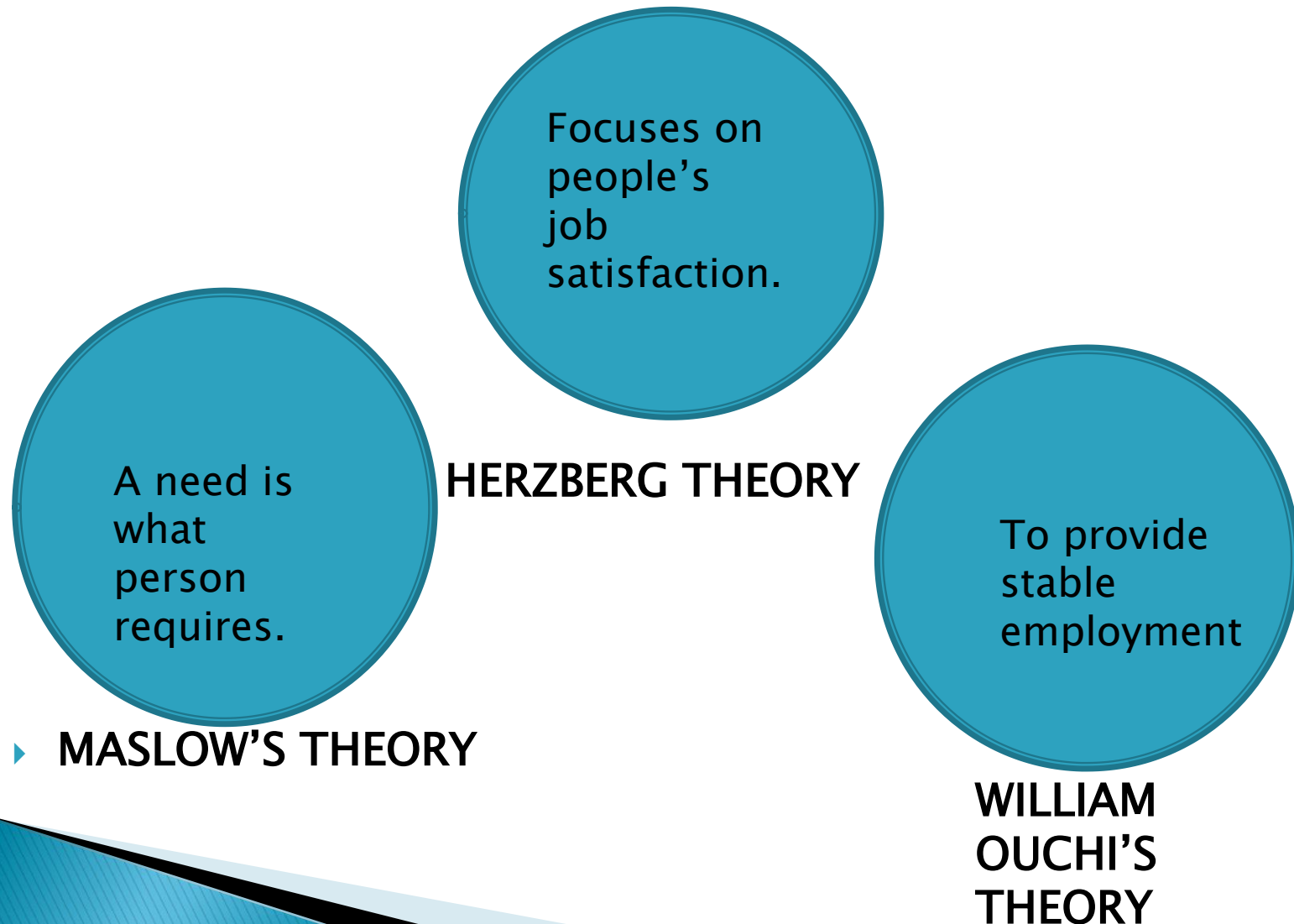


## MASLOW'S HIERARCHY OF NEEDS

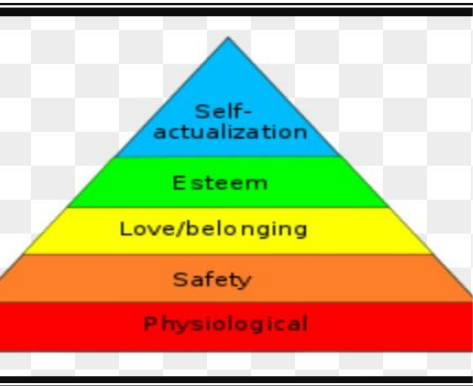
ABRAHAM MASLOW



# Principle of Theories



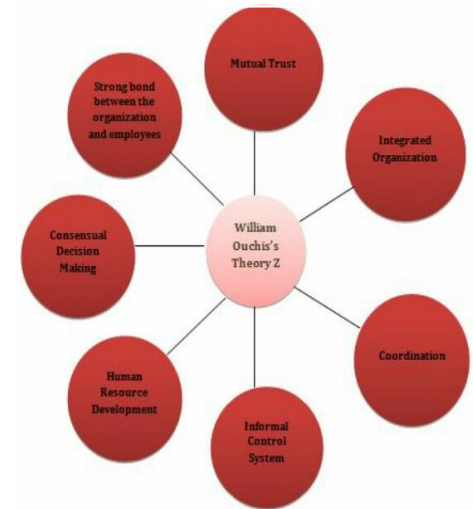
# NATURE



- **MASLOW**
- **Descriptive**

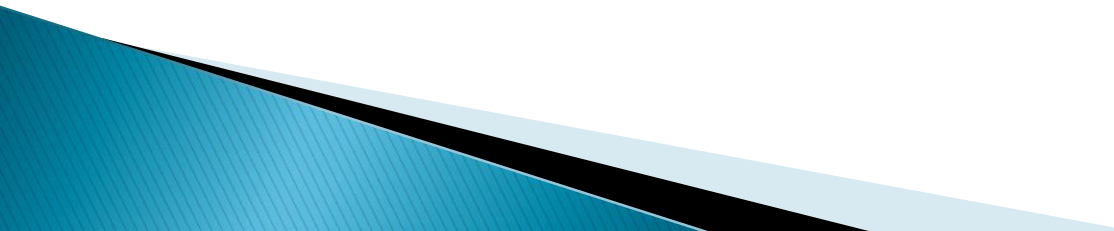


- **HERZBERG**
- **Prescriptive**



- **WILLIAM OUCHI**
- **Socialistic**

# CORE CONCEPT

- ▶ Maslow's Theory:– To stimulate unsatisfied needs of an individual.
  - ▶ Herzberg's Theory:– To gratify needs as per behaviour and performance.
  - ▶ Ouchi's Theory:–To give life time job security to maintain loyalty of employees.
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# MAJOR ASPECTS

| MASLOW'S THEORY   | HERZBERG'S THEORY  | OUCHI'S THEORY   |
|---|--|--|
| <p>To observe human's innate curiosity in order to develop their psychology.</p> <p>It specifies from fulfilling physiological needs till self actualization of any employee.</p> | <p>To determine the satisfaction or dissatisfaction level of employees.</p> <p>To give proper working status and opportunities as per their working.</p> | <p>To build up the trust and loyalty of an employee by providing high productivity towards the working of employees.</p> |

# CRITICISM

| MASLOW'S THEORY   | HERZBERG'S THEORY  | OUCHI'S THEORY  |
|---|--|---|
| <p>Every individual has different needs, thus Maslow does not explain about the different needs of individuals.</p> <p>There is no relationship between needs and behaviour in this theory, as needs differ as per behaviour.</p> | <p>People take credit for satisfaction and blame their dissatisfaction on the external factors, thus loyalty is interrupted in this theory.</p> <p>Job satisfaction does not necessarily imply a high level of motivation or productivity.</p> | <p>This theory does not provide a complete solution to the motivational problems of all organisations operating under different types of environment.</p> <p>Employees may get job security but it may fail to develop loyalty amongst the employees.</p> |



► **Presentation by:- BHAVESH KORADIYA**

**Under guidance of *Dr. JAPEE SIR***

THANK YOU