

A man with grey hair and glasses, wearing a dark suit, a light blue checkered shirt, and a blue and white striped tie, is seated at a desk. He is looking down at a notepad and holding a white pen in his right hand, appearing to be writing. A black wristwatch is visible on his left wrist. The background is a plain, light-colored wall.

THEORY 'Z' OF MOTIVATION

-BY DR. WILLIAM OUCHI.

“ABOUT WILLIAM G. ‘BILL’ OUCHI”



- Mr. Ouchi was Born & Educated in America.
- He was Management Professor.
- William Ouchi, proposed Theory 'Z' in early 80's.
- Ouchi's theory first appeared in his 1981 book, *Theory Z: How American Management Can Meet the Japanese Challenge.*

Ref. Asian entrepreneur

HISTORY OF THEORY 'Z'

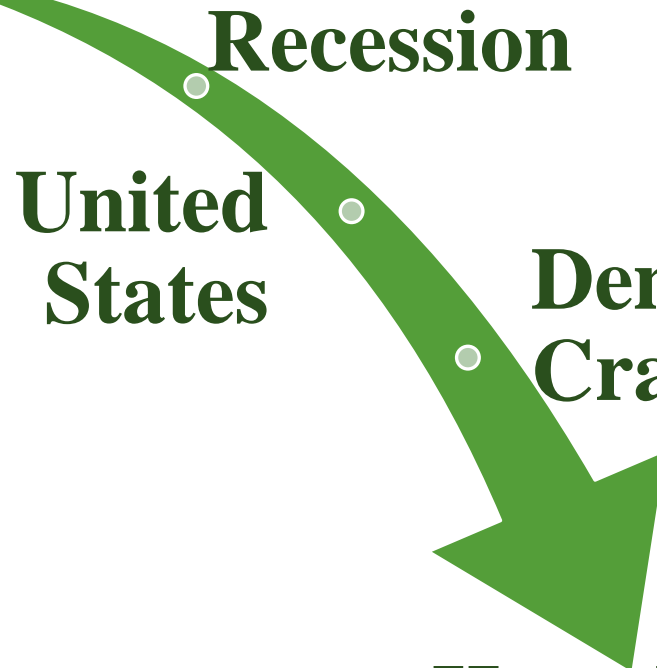
**During
1980's**

Recession

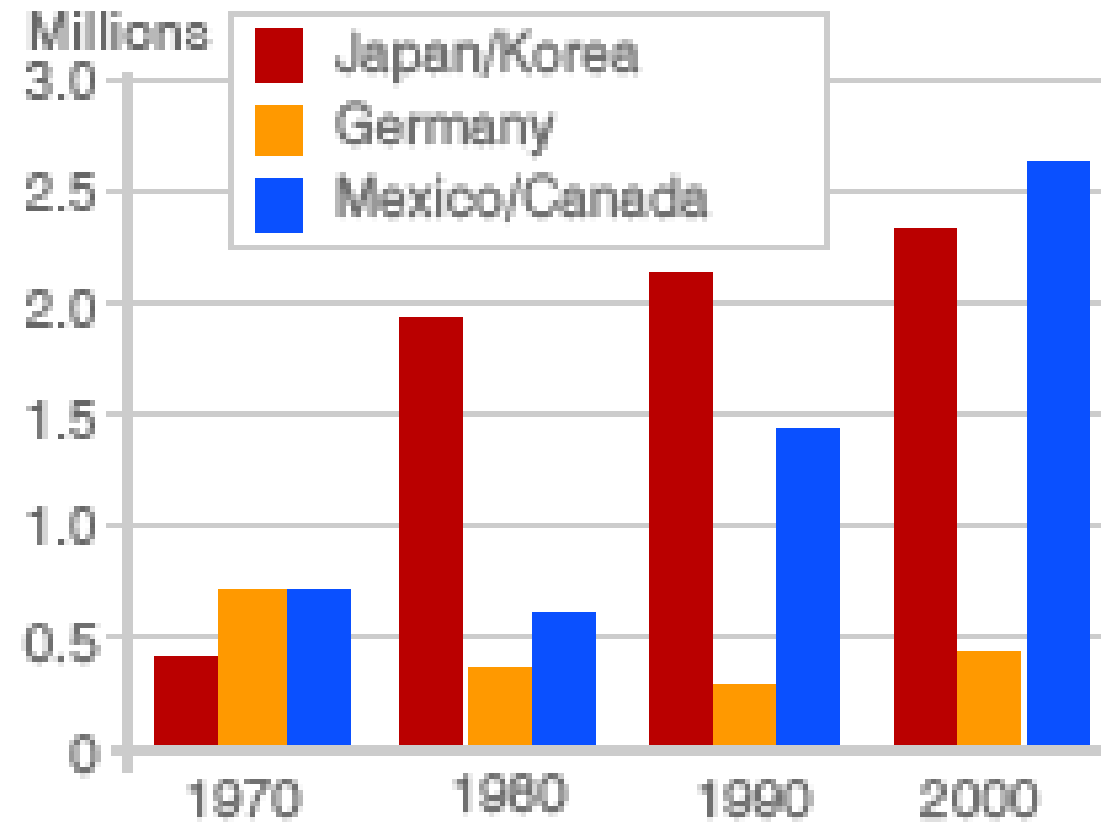
**United
States**

**Demand
Cracked**

Huge Loss

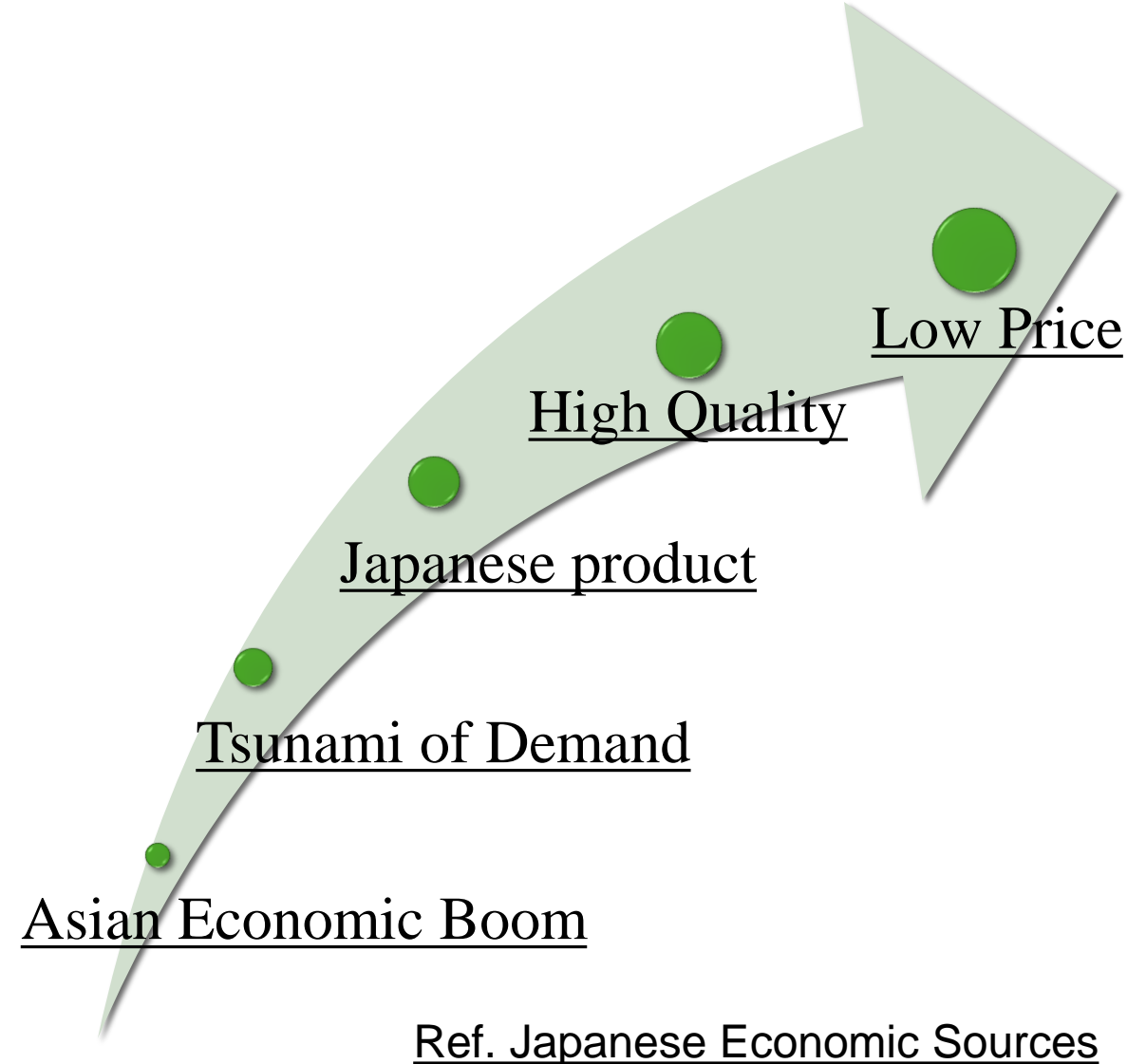


**CARS IMPORTED TO THE US
1960-2005**

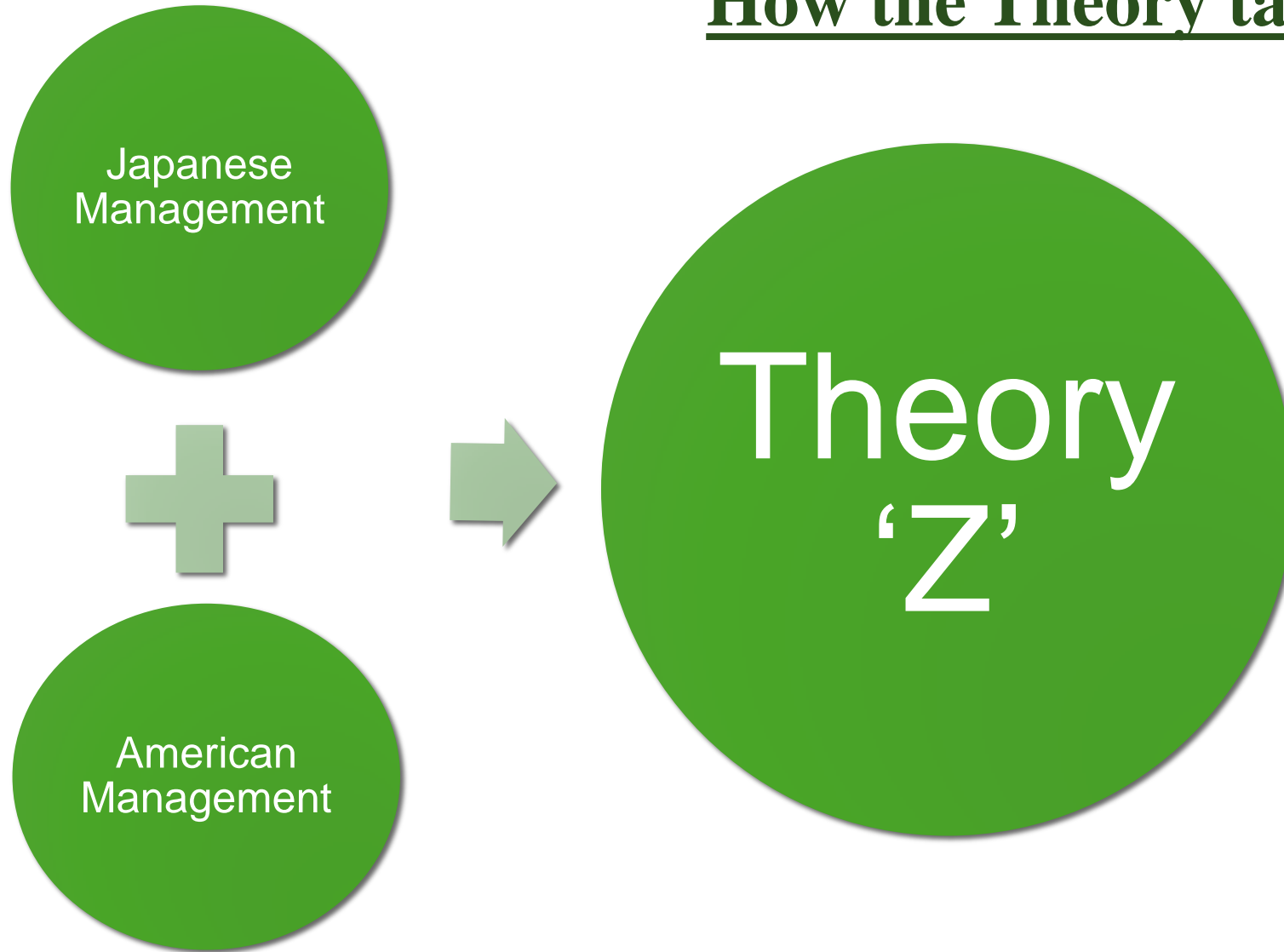


 **SOURCE: US Bureau of Census,
Foreign Trade Division**

HISTORY OF THEORY 'Z'

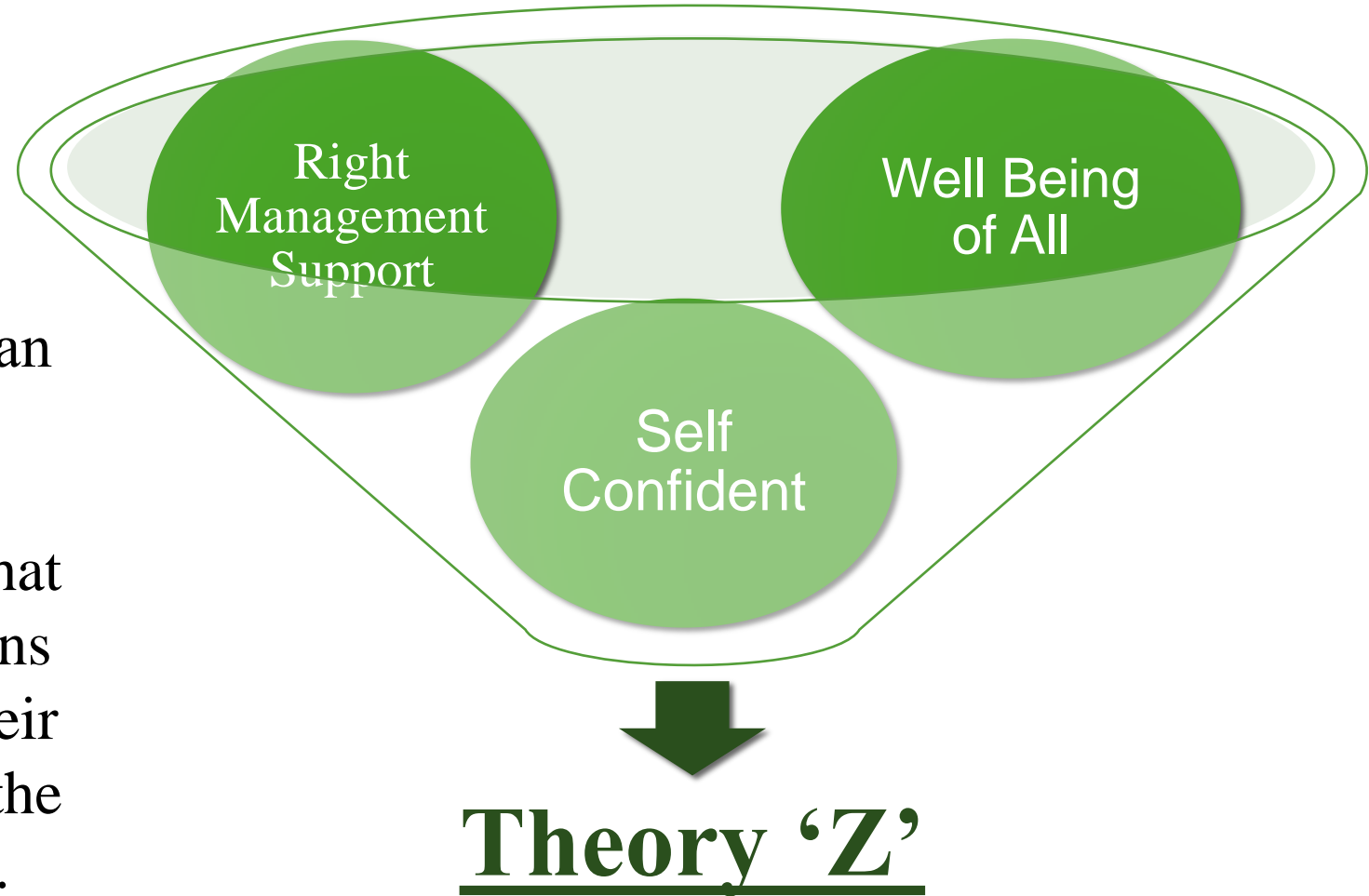


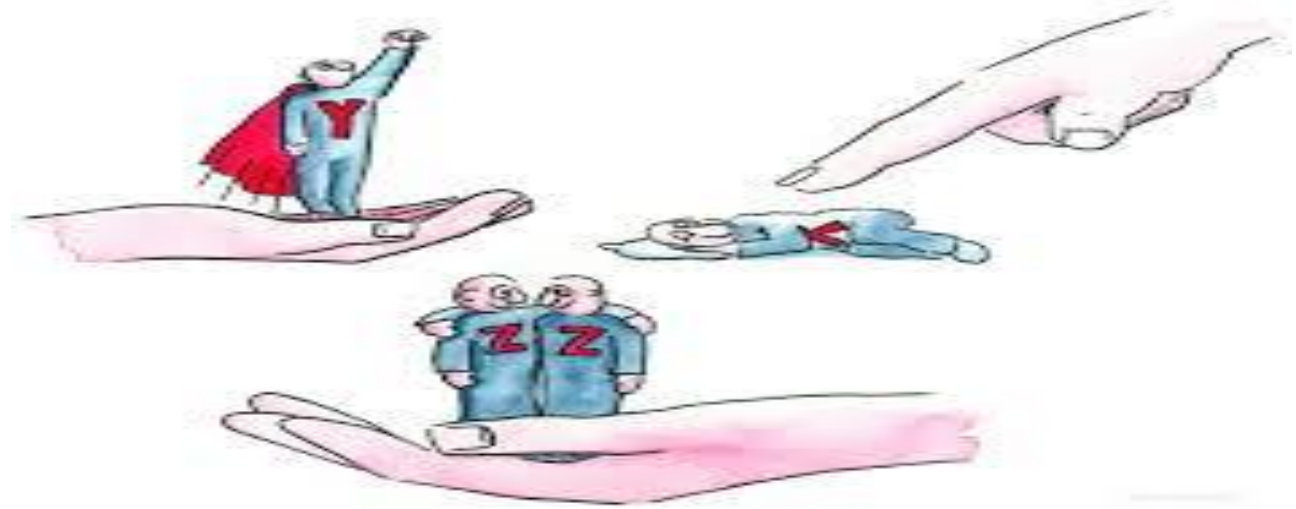
How the Theory take place ?



ASSUMPTIONS OF THE THEORY 'Z'

- Theory 'Z' is nothing but an Integrated Model Of Motivation.
- This theory also suggest that large complex organizations are human systems and their effectiveness depends on the quality of humanism used.





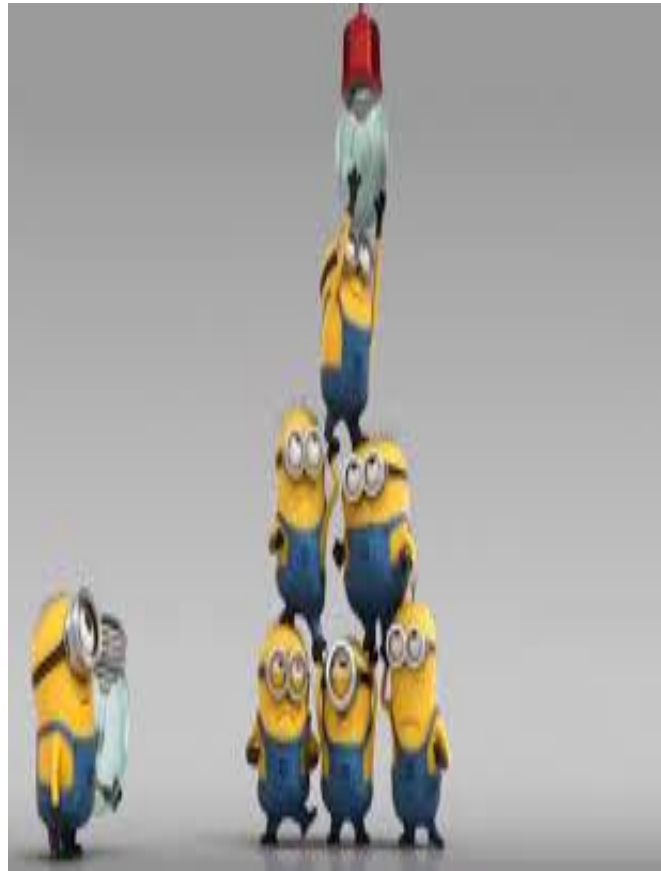
FEATURES OF THE THEORY 'Z'

FEATURES OF THEORY 'Z'.

Mutual Trust



Strong Bonding



Employee Involvement



FEATURES OF THEORY 'Z'.

Free From Organizational
Structure



Informal Control System

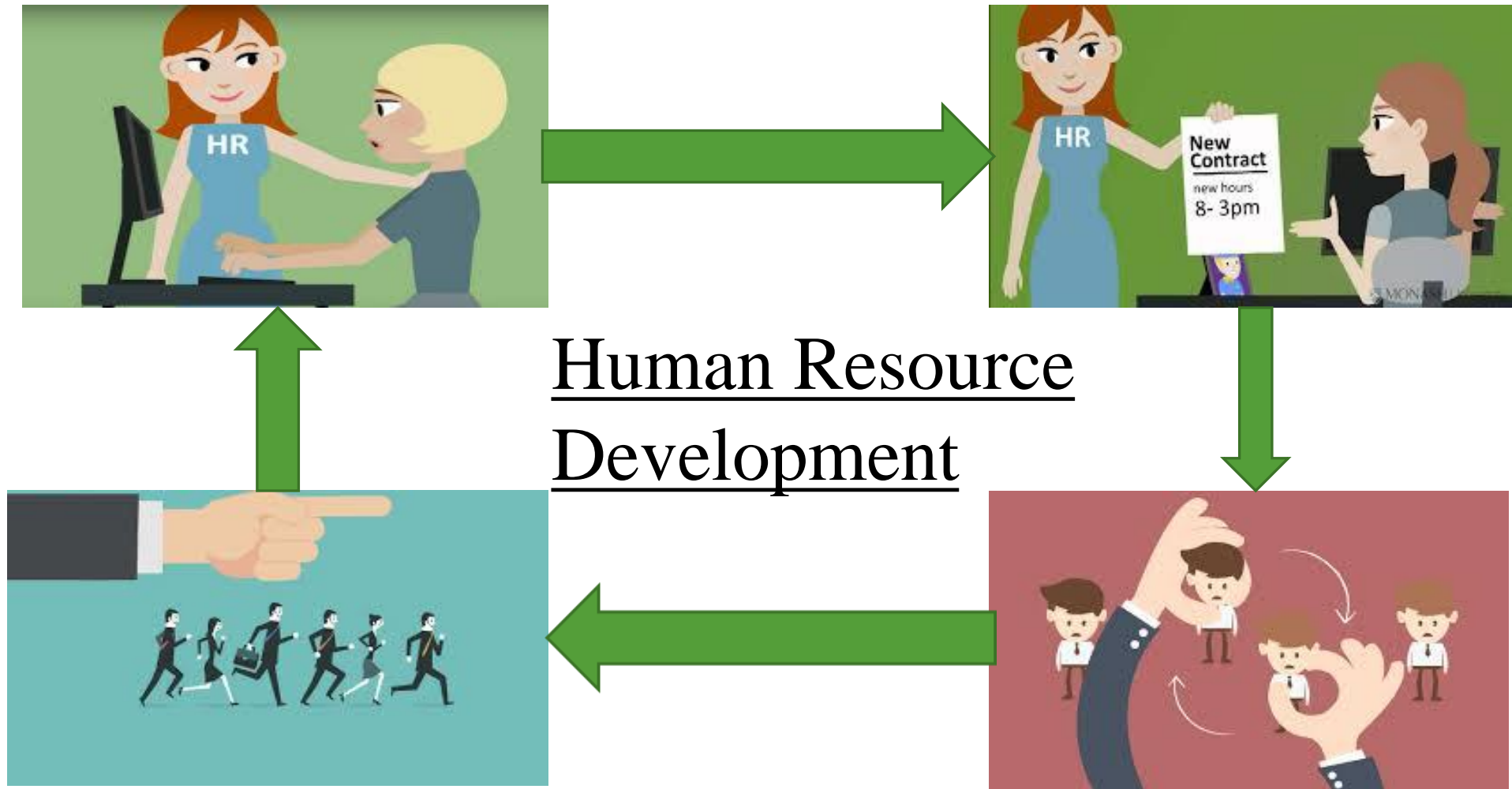


Coordination



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FEATURES OF THEORY 'Z'.



FEATURES OF THEORY 'Z'



COMPANIES ADOPTED THEORY 'Z'

MARUTY SUZUKI LTD.



BHEL



PROCTER & GAMBLE



EASTMAN KODAK



Ref. Business news

LIMITATIONS OF THEORY 'Z'.

Nenko System



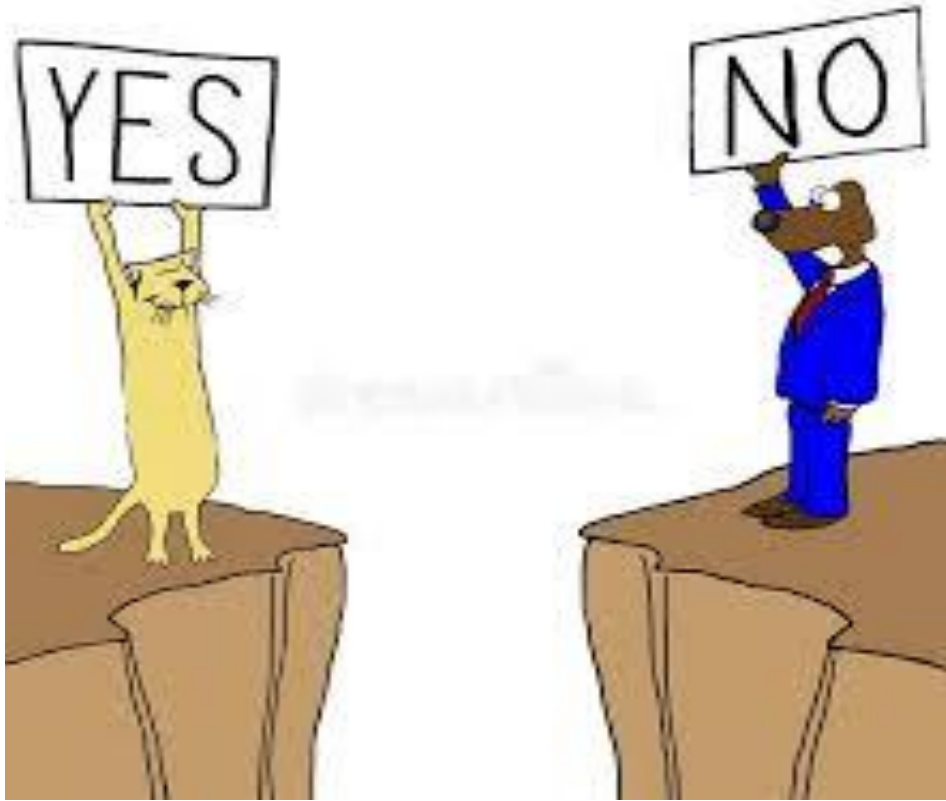
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Unawareness Of Responsible

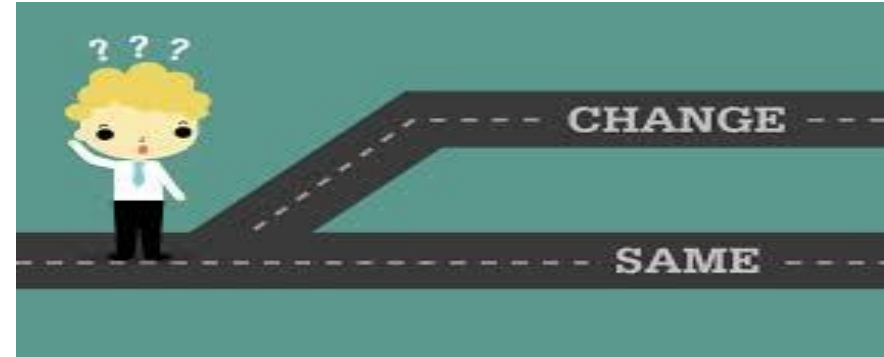


LIMITATIONS OF THEORY 'Z'.

Slow Decision Process



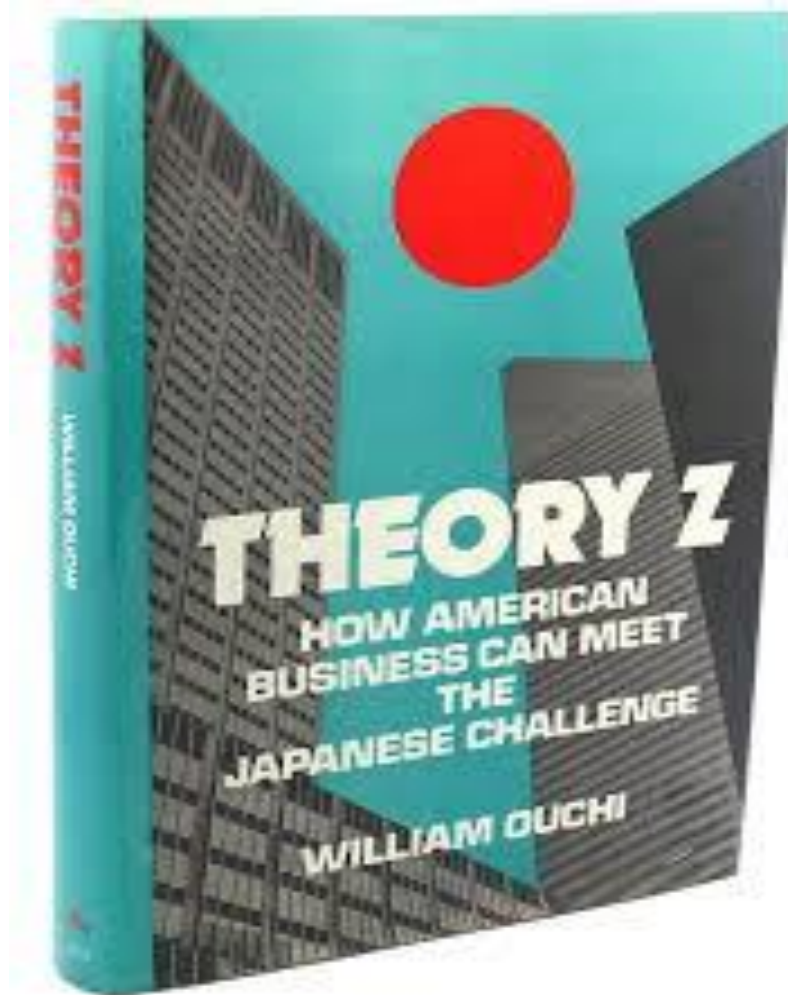
Job Opportunity



Common Culture Concept



OVERVIEW OF THE THEORY 'Z'.



- Theory 'Z' is also known as Japanese Management.
- It is nothing but the middle-of-the-road posture.
- It emphasizes complete Socialization of members to achieve individual & group goals.
- However, because of its Unique Features, Theory 'Z' is not much useful and valid for countries other than Japan.



THANKS & WARM REGARDS,

HIMANSHI PRAJAPATI.
S. D. SCHOOL OF COMMERCE.
M.COM (PART – 1)
GUJARAT UNIVERSITY.
GUJARAT, INDIA.