

The image shows a hand holding an orange marker, pointing towards the word 'Expectancy' in the title. The background is a dark grey surface with several white, hand-drawn arrows pointing in various directions. The title is written in a bold, black, sans-serif font with a light blue outline.

Vroom's Expectancy Theory of Motivation

**BHOOMI CHAUDHARY
S.D. SCHOOL OF COMMERCE
M.COM PART- 1**

□ CONTENTS:-

- INTRODUCTION
- ASSUMPTIONS
- COMPONENTS
- MODEL OF VROOM'S THEORY
- PROCESS OF VROOM'S THEORY
- RELATIONSHIP BETWEEN COMPONENTS
- ADVANTAGES
- DISADVANTAGES
- CONCLUSION

INTRODUCTION



VROOM'S EXPECTANCY
THEORY WAS PROPOSED
BY VICTOR H. VROOM
IN 1964

VICTOR H. VROOM

Professor of Organization and Management
YALE UNIVERSITY

Expectancy theory Is one of the theories dealing with the Motivation of people . It is based on the fact that, human motivation affects his Internal expectations in Three Elements

Valence, Instrumentality, and Expectancy.



➤ ASSUMPTIONS ON WHICH EXPECTANCY THEORY IS BUILT:--

- People join organizations with expectations about their needs, motivations, and past experience. These influence how individuals react to the organization.
- An individual's behavior is a result of conscious choice. That is, people are free to choose those behaviors suggested by their own expectancy calculations.
- People want different things from the organization (e.g., good salary, job security, advancement, and challenge).

□ This Theory is built around the concept of :-

- EXPECTANCY
- INSTRUMENTALITY
- VALENCE

Therefore , This theory is often called **VIE THEORY**.

WHAT IS EXPECTANCY ?

✓ BELIEF THAT AN INCREASE IN EFFORTS WILL RESULT IN AN INCREASE IN PERFORMANCE.



WHAT IS INSTRUMENTALITY?

- ✓ Belief that increased PERFORMANCE WILL LEAD INCREASED CERTAIN OUTCOMES.



WHAT IS VALENCE ?

✓ Extent to which the outcome is desirable.

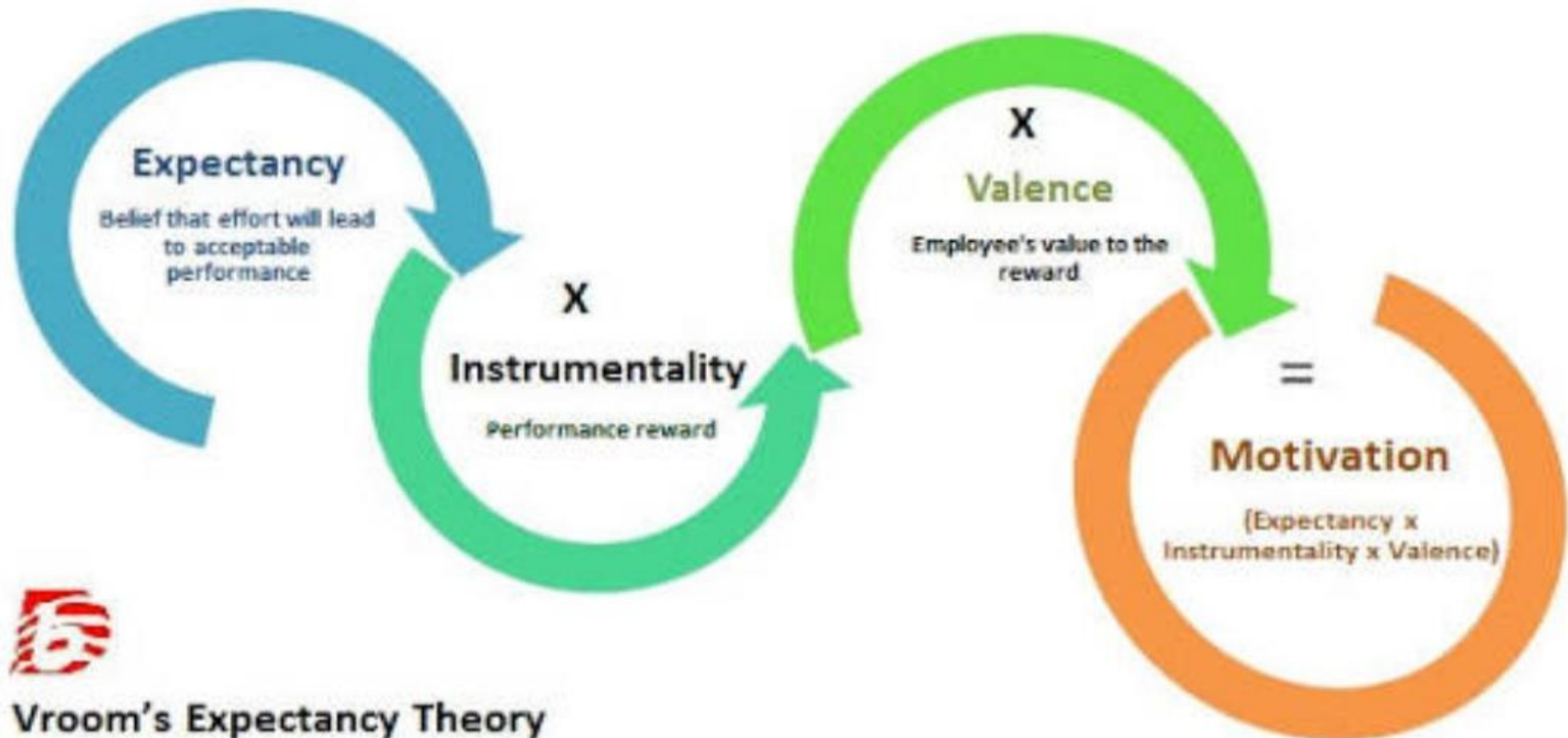
OR

AMOUNT OF SATISFACTION

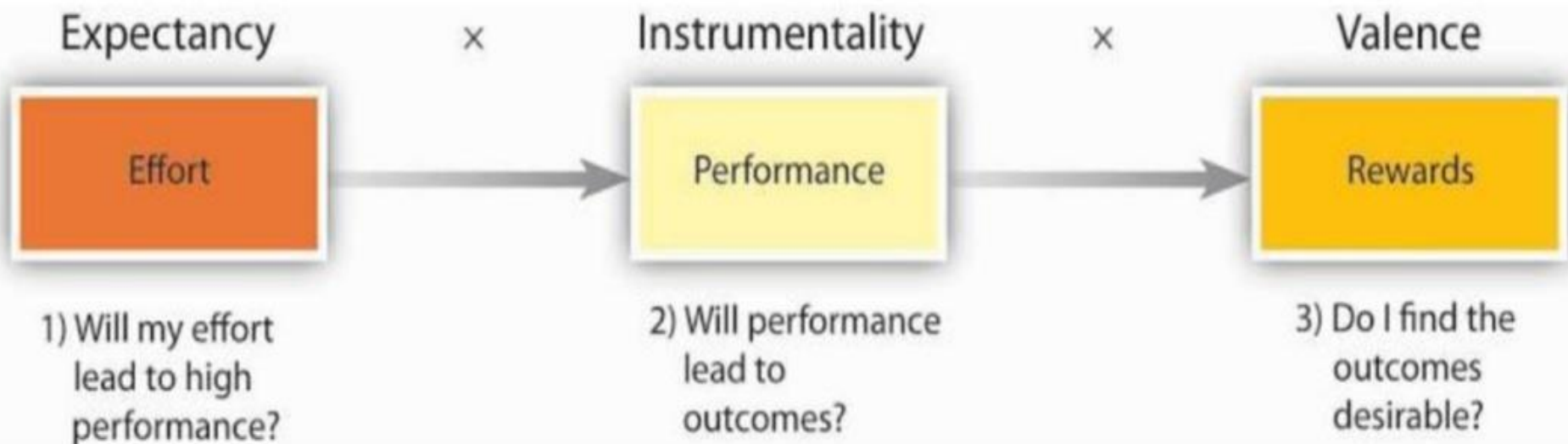
(an individual anticipates from particular outcome)



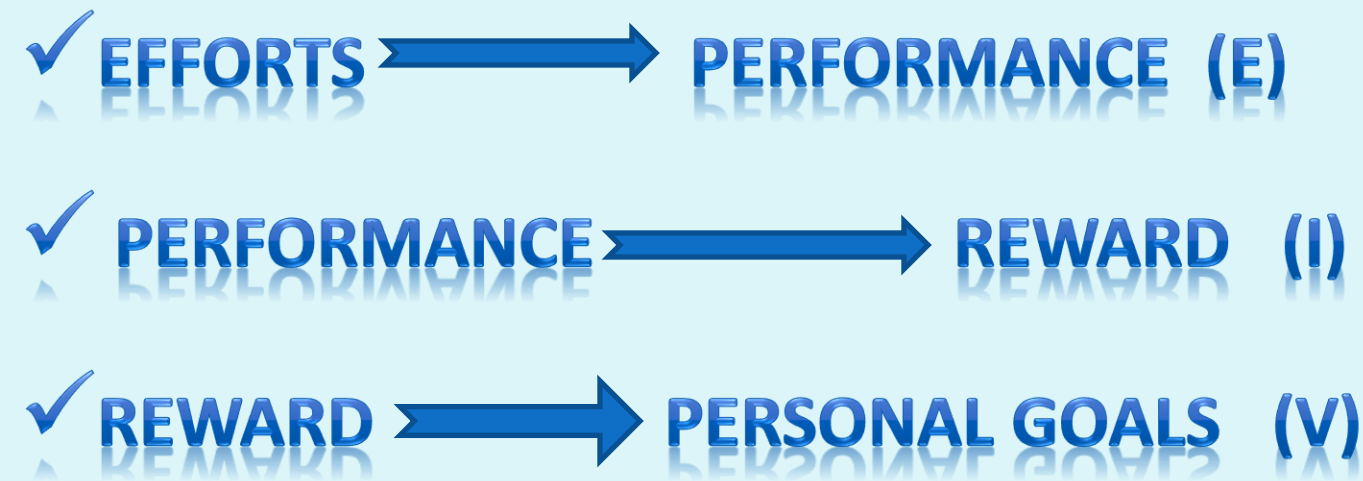
MODEL OF VROOM'S THEORY :-



PROCESS OF EXPECTANCY THEORY :-



❖ IT FOCUSES ON THREE TYPES OF RELATIONSHIP :-





ADVANTAGES:-

- It recognizes individual differences in work motivation and suggested that motivation is a complex process as compared to MASLOW'S or HERZBERG'S simplistic models.
- It also clarifies the relationship between individual and organizational goals.
- Puts human resources into action :- Building willingness into action.

DISADVANTAGE :-

- Vroom's theory indicates only the conceptual determinants of motivation and how they are related. It does not provide specific suggestions on what motivates organizational members as the MASLOW HERZBERG models do.
- The theory is complex and its validity cannot be fully tested.
- The application of this theory is limited as reward is not directly correlated with performance in many organizations. It is related to other parameters also such as position, efforts, responsibility, education, etc.

CONCLUSION:-

The EXPECTANCY THEORY of VICTOR VROOM deals with MOTIVATION AND MANAGEMENT.

VROOM suggested that the relationship between people's behavior at work and their goals was not as simple as was first imagined by other scientists. VROOM realized that AN EMPLOYEE'S PERFORMANCE IS BASED ON INDIVIDUALS FACTORS such as personality, skills, knowledge, experience, and abilities.





REFERENCES

- Wikipedia
- Knowyourentrepreneur
- Management lessons

MOTIVATED!!!

