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Term paper 2

Major: Management

Research Question: what are the advantages of motivating employees?

Aim: The aim of this paper is to explain the advantages of motivating employees in their workplace.

Type of Focus: Advantages.

Traditional management approach regarded employees simply as production factors in a business. However, towards the end of the 20th century, several management theories including Maslow's and Heisenberg's motivation theories transformed human resource management. The modern concept of human resource management recognizes that employees are humans, whose productivity at work largely depends on how motivated they are to perform optimally. If an employee feels his/her work is not meeting his Extrinsic and Intrinsic needs, he is likely to perform poorly at work. Employees will also perform below expectations if they feel their efforts are not appreciated by the management. Motivated employees are usually satisfied with their jobs and are highly productive. Having a motivated workforce leads to sustained growth in a company. Human resource managers should consider motivation as a key success factor in managing employees' performance towards meeting strategic organizational goals. The advantages of motivated employees in the workplace include enhanced loyalty to the organization, increased work productivity and reduced absenteeism.

Motivation results in devotedness to the company (loyalty)

Motivated employees are loyal to a company and its long-term vision even when there are obstacles along the way to success. Motivated employees bear the responsibility of carrying the company through hard times towards a better future. The long-term success of any company depends heavily upon the quality of its workers and worker loyalty (Keiningham & Aksoy, 2009). Motivated employees feel like they are a part of the organisation since their material and emotional needs are met by the management. Such employees take it upon themselves to ensure the success of the company in achieving its goals and ultimate vision. Employees are human beings who desire to feel appreciated by having their contribution valued in any organization. Appreciation of employees' effort is achieved through such practices as fair remuneration and reward systems, conducive and supportive working environment. Companies cannot achieve long-term success if they do not retain employees who understand their goals and work hard to achieve such objectives. It is important, therefore, for managers to consider motivation of employees as strategically important to the long-term future of a company.

Motivated employees can boost a firm's bottom line through increased productivity and customer service. Loyal employees benefit from a company by making more money. There is a strong link between an employee loyalty to a firm and his/her earnings (Henion, 2013). This means a loyal employee will work hard to make more money and in the process increase the profitability of a firm. A loyal employee will as well be more prudent in spending a firm's resources thereby reducing losses associated with resource wastage. Loyal employees understand the vision of the management and feel like part of the vision. Such employees will always go beyond their job description and employment contract to ensure the success of the firm through optimum resource utilization. Employee loyalty can only be achieved through motivation by management. It is, therefore, clear that motivation of employees can benefit a firm financially by boosting its bottom line.

Motivation enhances mass production

Increasing employee motivation and job satisfaction has a direct linkage to the productivity of a firm. Motivated employees work hard to repay the goodwill shown by their employer through favourable work environment and satisfying jobs. According to Bucciari (1991), increasing worker motivation and job satisfaction leads to enhanced quality and production. Businesses can improve their process and the quality of their final product or service by motivating employees. Mass production can only be achieved when there is adequacy of skilled and motivated workforce that delivers optimum commitment towards meeting production goals.

The level of productivity amounting from motivation is not easily quantifiable in terms of direct linkage. However, there is clear evidence that quality mass production can be achieved through employee motivation. Motivation cannot be recognized, but it leads to recognizable behavior that in return can have a desirable outcome like large production (Haasen & Shea, 1997). It is clear, therefore, that employee motivation leads to them being more responsible for the

their success leading to mass productivity and efficiency in organizational contexts.

Reduction in employee absenteeism from work

Highly motivated employees are less absent from their workplace. Such employees ensure the business achieves its objectives effectively and reduce operational hiccups. Absenteeism by employees greatly affects the productivity of a company. When an employee is absent his/her duty to the firm is not performed. In addition, due to the interrelationship between employees in most organizations, absenteeism by one employee affects fellow colleagues. According to a study by Thirulogasundaram & Sahu (2014), high-level absenteeism by employees is caused by low job satisfaction and lack of motivation to work. Absenteeism in some cases leads to job loss for employee and expenses for the employer in recruiting new staff. Employers have the responsibility of ensuring their employees are always motivated to reduce costly absenteeism cases.

While absenteeism can not be blamed primarily on the lack of motivation, there is a strong linkage between job satisfaction and frequency of absenteeism in employees. Absenteeism can be caused by several factors including individual and societal factors. However, work motivation plays a very crucial part in determining the frequency of absenteeism in employees. Work attendance motivation is subject to the complex and dynamic relationship between the value of work and non-work alternatives (Australian Faculty of Occupational Medicine, 1999). This means an individual is motivated by both internal and external factors in his personal and work lives. Such factors as family obligations, distance from home to work, job design and work stress have a high degree of influence on employee absenteeism. Employers can reduce absenteeism partly by ensuring their employees are motivated both intrinsically and extrinsically.

From the body of evidence reviewed in this discussion, it is clear that employee motivation is indeed advantageous to any firm. Firstly, motivation enhances employee loyalty to an organization leading to successful and profitable organizations. Secondly, motivated employees are more productive and responsible at work thereby improving production quality and quantity in the firm. Lastly, motivated employees are less absent at work due to the value of work in their lives. This ensures that organizations gain maximum productivity from employees' presence at work. It is clear, therefore, that employers have to continually motivate their employees in order to ensure the productivity, profitability and growth of their firms.

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