

Chapter 7

Motivation Concepts

After studying this chapter you should be able to:

1. Describe the three key elements of motivation.
2. Evaluate the applicability of early theories of motivation.
3. Contrast the elements of self-determination theory and goal-setting theory.
4. Demonstrate the differences between self-efficacy theory, equity theory, and expectancy theory.
5. Identify the implications of employee job engagement for management.

What Is Motivation?

- **Motivation:** The processes that accounts for an individual's intensity, direction, and persistence of effort toward attaining an organizational goal
 - **Intensity:** the amount of effort put forth to meet the goal
 - **Direction:** efforts are channeled toward organizational goals
 - **Persistence:** how long the effort is maintained