

THE IMPORTANCE OF EMPLOYEE MOTIVATION TO INCREASE ORGANIZATIONAL PERFORMANCE

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ABSTRACT: The present study starts from the premise of understanding the concept of “motivation” by everyone, and the importance of this phenomenon, in general. Despite the fact that it is permanently approached in specialty works, discussed and analyzed at congresses, seminars and internal meetings, motivation seems to continue to conceal secrets for (too) many employers, while the polls with the employees hired in big companies certainly demonstrate that they are not motivated in accordance with the contribution they bring to the company welfare.

Though the financial side of motivation is widely preferred and known by the both parts – employer and employee -, in the present study we shall insist and plead for the possibilities of application and the results of the efficient non-financial motivation plan to the internal climate and the lasting performance of the firm.

The aim of the present work is to understand the strategic importance of the non-financial motivation in the management process, being well known the fact that the performance obtained at the level of organization as well as its prestige crucially depend upon the quality of human resource motivation.

Keywords: motivation, human resource, job satisfaction.

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