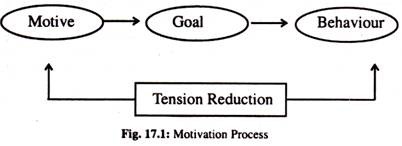
Importance of Motivation

**The need for and importance of motivation can be imbued with multiplicity of justifications as follows:**

1. Organisations are run by people. Hence, mangers cannot afford to avoid a concern with human behaviour at work. This is because the motivated employees are more productive and quality- conscious than apathetic ones.

2. Motivation as a pervasive concept affects and is also affected by a host of factors in the organisational milieu. It enables managers to understand why people behave as they behave.

**[](http://cdn.yourarticlelibrary.com/wp-content/uploads/2014/04/clip_image002345.jpg)**

3. Organisational effectiveness becomes, to some extent, the question of management’s ability to motivate its employees. Hence, an appreciation of motivation helps the managers how to motivate their employees.

4. Machines become necessary in case of complex technology. However, these remain inefficient vehicles of effective and efficient operations without man to operate them. Therefore, organisations need to have employees with required capability and willingness to use the advanced complex technology to achieve the organisational goal.

5. With the realisation that organisations will run in more complex milieu in future, an increasing attention has been given to develop employees as future resources (a ‘talent bank’). This facilitates the managers to draw upon them as and when organisations grow and develop.

**In sum and substance, the need for and significance of motivation for an organisation can be put as follows:**

“If we compare management with driving, while the organisation is the vehicle, then motivation is the power or fuel that makes the vehicle moving”.

Motivational issues are important for education organizations because motivation is major factor of students’ learning process. Learning is one of determination factors of development of students’ personality. Interest to learn is product of some factors which are depend on personality, ability of individual, exclusivities of obligation, encouragers and other environmental factors . Also, education experts have reported repeatedly that although students are very similar in terms of talent and ability to learn but they are acting differently from each other in academic development and informal activities. After years from Mac Kllnd research, many studies have been conducted to further investigate around the nature and effects of motivation. Some of these studies examined the characteristics of individuals and discovered that they have development motivation; it means that this people are acted in a special and certain ways. People who have high development motivation believe in excellence for its own sake not because they are interested in seeking the reward. They are interested in progress for achieving to personal growth not group working. They prefer choose expert people instead friends as their colleague. They prefer situations that can accept personal responsibility for the results of their efforts. Bal believed in that people who have high level of development motivation always have more concerned about the medium-term future instead of long term future because they have longer prospect about future and future rewards compared with the other people. They prefer big rewards in future instead of smaller rewards in present time. Perhaps, because of this exact awareness about over the time, these people believe in that time runs fast and they don’t have enough time for finishing all obligations. There are different perspectives on individual motivation that are included: behavioral, cognitive and social perspectives