

Chapter 1 : The Motivation Process - Business Study Notes

Consultancy which specialises on advising and training service-focused businesses on issues of marketing, management and motivation. Dianne has a degree in psychology and a career in spent in marketing and management.

Motivation letters are the key that opens the way to your dream university abroad. To help you in your creative process, read the following motivation letter from a student in Australia applying for a Master in International Information Systems offered by a university in Germany. With my current experience as a Pharmaceutical Market Research professional, I wish to expand my technical knowledge of information systems and turn my focus towards their wide-scale applications in hospitals and pharmacies as a Clinical Workflow Consultant. By reading the course curriculum available online, I have found that the subject material covered will best suit my career goals. Lastly, the prospect of participating in a mandatory exchange program is an excellent way to observe divergent information systems, as well as build upon my cultural cognisance. By trade, I specialise in Pharmaceutical Market Research and provide decision support solutions to large pharmaceutical companies. As part of my role I liaise with clients regarding their marketing and management objectives, create and update surveys to capture consumer behaviour, assist with technical data quality management, code complex responses and in turn, produce insightful reports. Additionally, as it is a small company, my role often demands that I gather primary data from academic papers, adapting content and converting them into real market practices. The purpose of which was to better my understanding of clinical trials, improve in survey design, and to learn how to program and store statistical data sets. My responsibility, diligence and management aptitude were integral to the role, however, it was clear that my progress was decelerated by my lack of technical, information systems-related, training. The customised introduction to International Information systems addresses the next step in my professional development. This remodelling of a national health system implies the need for large investments in hardware and software infrastructure and in people with the right skillset to meet this demand. I graduated with a Bachelor of Business Marketing from [university name] in Australia. During my degree, I was very active in many facets of university life. I completed a number of internships around my university campus, working for small business owners. This gave me an outlet to apply theoretical knowledge in a practical setting and also sparked my interest in Market Research and Business Consulting. Further to this I remained engaged in university affairs by volunteering for the Student Ambassador program. In this program, my duties varied from taking prospective students on tours, introducing and guiding guests of honour, and speaking to schools around Australia regarding scholarship programs. Furthermore, I was highly committed to the development of a hitherto non-existent University Tennis Club. Taking over the tennis committee in my first semester I had plans on developing the club to be a self-sustaining, award-winning, and socially interactive club. Forming a committee of tennis enthusiasts, our club achieved all of the aforementioned goals within the duration of my degree and were awarded numerous accolades, listed in my up-to-date resume. Lastly, with all of the responsibilities at hand, I remained vigilant with my academic performance. I was hence awarded a Deans Honour for high academic merit and, in Industry Management, received the highest grade amongst my peers. Before moving to Australia I had spent much of my earlier childhood living in the Philippines and Sri Lanka. Having exposure to these experiences at an early age sparked my interest in cultural interactions and how information is shared by means of globalisation. With this upbringing, I became interested in languages and henceforth learnt Spanish in both schools and in my free time. Learning intensively in Spain for a month, I reached an A2 proficiency. Learning about this program some time ago I set aside Spanish and began learning German. As I write this I have reached a B2 level and am capable of communicating effectively. Given the opportunity, however, I would use the mandatory language program to improve on my Spanish and look at potentially studying abroad in Spain or Spanish-speaking Latin American countries. My ambition to study in Germany stems from a dearth of equivalent professional programs offered in Australia. As mentioned earlier, the future of healthcare in Australia will demand a workforce with a specialised skillset. With this degree I would like to meet this demand and, in the future, be a pioneer in the architecture, management and protection of information

systems. With the notion of idea-sharing in mind, this would be a perfect ground to establish the next step of my professional career. With all of my experience listed, I am in search of bringing my career to the next level. The subjects offered in this program are specifically in line with my professional goals. Additionally, the mandatory study abroad semester provides a great grounding in which to further experience divergent cultures and exchange knowledge. I am certain that the knowledge and skills learnt from my professional experience, university, and extracurricular activities would make me a valuable addition to the Masters of International Information Systems program offered at [university name].

Chapter 2 : What is Motivation

management is a sports marketing and consulting company that provides management services to professional athletes, sporting events, musicians, coaches, and companies worldwide.

Can a manager instill motivation into employees or is motivation a process of drawing out something from employees? Executive Summary Motivation can be defined as a series of action performed by the managers, supervisors or coworkers within an organization so as to bring out the actual potential of the work force. Motivational activities have become very much relevant in almost all organization. It has become an essential factor so as to make the employees to reach their objectives Nohria, Groysberg and Lee, Managers in an organization should understand the importance of motivation and its impact over the employees. Through motivation managers can put a hold or control over the behavior of the employees in a positive way. A manager can certainly instill the motivation into employees and can draw the desired output from them through various motivational techniques. There are various theories of motivation highlighted in the scientific and modern management theories. The managers can take these theories as their guidelines and can implement it on their employees based on the work place situation and the organizational policies. Each employee within an organization will be different and varied behaviors. The managers should have the ability to understand those behaviors and should adopt appropriate motivational approaches. The managers should identify appropriate strategies for implementing these strategies. This paper highlights various motivational theories and its importance and relevance in the modern organization. Various motivational theories like content and process theories are explained and their differences are highlighted in this paper. Introduction In the managing process employee motivation is considered as an important part. A team of highly qualified and motivated employees is necessary for achieving objectives of an organization. It is only through motivation process, they contribute maximum for accomplishing goals. Motivation has a direct relationship with the performance of the employees. If a manager could properly motivate employees by identifying their needs then they can create good achievements. The managers can motivate their employees both in formal and informal ways. In some organizations the managers will involve employees in decision making process, putting forward their opinions and ideas, assisting in formulating various strategies etc. These actions form the indirect form of motivating employees. Providing relevant training and development can build the confidence and the potential of the employees which can motivate them positively. It will help the employees to put their maximum effort to increase their productivity. They also adopt various theories of motivation which supports their mode of motivation Shanks, Management and Motivation Motivation in work place can generate desired output from the workers. Managers can efficiently instill motivation into employees through some efficient methods like coaching. Coaching is the training session conducted for the employees to develop their technical knowledge, interpersonal skills, personality etc. This session will provide them with confidence and will bring out their efficiency to perform a particular task in a better way. This can motivate the employees in a positive way. Coaching can be provided to employees on the job as well as off the job. While considering the theories of motivation there is three types of motivation which includes content theory of motivation, process theory and reinforcement theory of motivation. Content theory highlights which factors motivates the employees in a work place. Process theory highlights why an employee should be motivated and how they should be motivated. Some theories which under pins these concepts are mentioned below Content Theory This theory is associated with identifying various factors which can motivate the employees. His hierarchical pyramid of needs includes physiological needs, safety needs, social needs, esteem needs and self actualization needs. Existence explains the willingness of an employee for physiological well being. Relatedness is his desire to get satisfied in his interpersonal relationship. They are satisfiers or motivators and dis-satisfiers or hygiene factors respectively. Motivators include achievement, recognition, work itself, responsibility, advancement and growth. According to this theory a fair balance should be maintained between the employee input and the output. It explains that the positive consequences of a particular behavior will tend an employee to repeat it and negative consequences will tend an employee to not to repeat it. Here the manager can have a control over

the employee behavior through the adopting the methods like positive reinforcement, negative reinforcement, punishment, extinction etc Yang, XU. Goal-Setting Theory This theory explains that if a specific task or goal is allocated to the employee and if they are well aware of their objectives and responsibilities then they will be motivated to do work. The vagueness and uncertainty in the goal may affect their performance and hence gets de-motivated. Those factors include probability of completing those tasks and the output of the task. The employee opinion can be influenced by the factors like expectancy, valence and instrumentality Lunenburg, When comparing the various theories of motivations which underpins content theory and process theory it can be concluded that the content theory explains various factors which motivates employees and process theory explains how and why an employee should be motivated. John Holland theory of personality and job fit is another theory of motivating the employees at workplace. According to his theory of personality traits and job fit the personality of the employees can be categorized into six. All employees fall under any one of this category and chooses careers according to it. The managers can assess these personality traits through several career key tests and can select employees according to the organizational needs. Realistic employees are so practical and have good working skills with tools. Investigative employees are more precise, scientific and intellectual. They possess good problem solving and decision making skills. Artistic employees are more creative and are more expressive and independent. Social employees are more helping minded and will love to work in a team. They are trust worthy and friendly. Enterprising employees are ambitious, energetic etc. They possess good leadership skills. Conventional employees are goal oriented. Managers can also use these personality traits to motivate them. Conclusion From this paper it is evident that the process of motivation can make the working atmosphere smooth and happier. Such atmosphere can increase the productivity of the organization. Proper definition and description of the concept of motivation is described in this paper. The importance of the managers to adhere with the concept of motivation is also described clearly. This paper has developed a map on the various motivational theories which has been proposed in the management papers. The concept and relevance of these theories are explained in this paper. Through this paper it has been concluded that managers can instill motivation into the employees. Managers can motivate employees through various approaches like coaching, training and development, role modeling, mentoring, monitoring etc. The approach of coaching is highlighted in this paper. The difference between process theory and content theory is highlighted. The theory of John Holland which explains the personality traits and job fitness are explained here. The content theories and process theories of motivation are explained in this paper and their differences are highlighted. Journal of Management Development, 24 10 , A theory of reciprocity, Games and Economic Behavior, 54 2 , Business Intelligence Journal, 4 2 , How to improve employee motivation, commitment, productivity, well-being and safety. Corrections Today, 68 3 , Does contingency management affect motivation to change substance use?. Drug and alcohol dependence, 83 1 , Expectancy theory of motivation: International Journal of management, business, and administration, 15 1 , Work motivation theory and research at the dawn of the twenty-first century. A powerful new model. Our services cover a wide range of subjects including economics and marketing dissertation help. Students can easily avail our services since we provide cheap dissertation writing services. But we never compromise with the quality while providing dissertation help services. Moreover, students are also allowed to get free access to dissertation samples and use them as a future reference. We will send you answer file on this email address Email:

Chapter 3 : Marketing Concept - 5 Concepts of Marketing Explained with Examples

Marketing, PR, research, and advertising are critical. These disciplines provide strategies for identifying new markets, communicating with refer-

Motivation Process in Management and Organisational Behaviour The motivation process progresses through a series of discrete steps. An unsatisfied need creates tension that stimulates drives within the individual. These drives generate a search behavior to achieve particular goals that will satisfy the need and lead to a reduction of tension. No matter which theory of motivation the manager is following, the process is always similar. The motivation process is presented in the following diagram; Employee motivation is of crucial concern to management ; mainly because of the role that employee motivation plays in performance. Action to satisfy needs and motives. Steps of motivation process explained below; 1. Identify Unsatisfied Needs and Motives The first process of motivation involves unsatisfied needs and motives. Unsatisfied needs activated by internal stimuli such as hunger and thirst. They can also be activated by external stimuli such as advertisement and window display. Tension Unsatisfied needs create tension in the individual. Such tension can be physical, psychological, and sociological. In this situation, people try to develop objects that will satisfy their needs. Action to satisfy needs and motives Such tension creates a strong internal stimulus that calls for action. The individual engages in activities to satisfy needs and motives for tension reduction. For this purpose, alternatives are searches and choice are made, the action can be hard work for earning more money. Goal accomplishment Action to satisfy needs and motives accomplishes goals. It can be achieved through reward and punishment. When actions are carried out as per the tensions, then people are rewarded others are punished. Ultimately goals are accomplished. Feedback Feedback provides information for revision or improvement or modification of needs as needed. Depending on how well the goal is accomplished their needs and motives are modified. Drastic changes in environment necessitate the revision and modification of needs. Usually, performance is determined by; ability, motivation. If any of these three factors is missing or deficient, effective performance is impossible. A manager may have the most highly qualified employees under him and provide them with the best possible environment, but effective performance will not result unless the subordinates are motivated to perform well. Therefore, management can do its job effectively only through motivating employees to work for the accomplishment of organizational objectives.

Chapter 4 : Motivation Letter For International Marketing Management Master

Marketing, Management and Motivation About Me I am a wife, mother, Chartered Marketer and practising manager, this blog is about my musings on marketing, management and the things that motivate me:).

Result-driven sales professional with 16 Years of Sales Experience in diversified products of Institutional sales and employing proven expertise in Revenue Budgeting and Sales. Expertise in handling multiple branches and teams, strong problem-solving, influence and negotiation skills. Assures a successful business-to-business and business to consumer sales and positive long-term customer relationship. A team player and manager with a winning attitude and a passion for sales looking for a long term relationship for self and organizational growth through significant contribution. Establishing Connectivity to various areas through political and social mediums for database generation. Specific focus on redefining the strategic direction of the retail operations in comparison to market dynamics. Territory Manager – Sales and Marketing Product: Individual branch Business Planning, Marketing Strategy and segregated team wise Execution and monitoring with deliberate focus on targeted revenue generation on weekly and monthly basis. Market Research for locating new business avenues for the territory as per business specifics. Establishing new branches through business potential analysis and market survey. Team Management and Retention through mutual coordination and incentivized motivation and hand to hand support. Responsible for Target Achievement and overall territory growth with renovated and modified turn around business analysis and execution of mutually agreed action plan. Achieved business Target of INR 8. Regional Manager -- Sales and Marketing Product: Served as the face of the organization in Distance Learning Division participating as an Education Industry and representing the company panels through presentation and execution of all direct and indirect marketing events. Spearheaded Distance Education Sales advancing it into to multiple Units at 6 different locations. Responsible for Overall Target achievement for all the branches of the organization. Over- achieved Sales Target of 8. Ghatkopar ; Thane; Vashi Role: Manager -- Sales and Marketing Product: Spearheaded University Learning Services Business of Distance Education to the next level of student quantity and revenue achievement with a revenue generation of Rs 38 million 3. Trustfully shouldered the marketing strategies and implemented them to reach the set targets of the campuses. Revenue projections on new locations and implementations for achievements thereafter. Birla Sunlife Insurance Co.

Chapter 5 : Management and Motivation

Free Download Building A Better Business The Key To Future Marketing Management And Motivation Book PDF Keywords Free Download Building A Better Business The Key To Future Marketing Management And Motivation Book PDF, read, reading book, free, download, book, ebook, books, ebooks, manual.

The behavior of an individual is directed towards some goals by an inner drive is called motivation and the process that allow us to motivate people to do some specific job is called the process of motivation. In the area of HRM the motivation is defined as the desire of an employee to perform his job in an excellent way or to exercise the full potential for performing the tasks assigned to the employee. The main characteristic of motivation is that it guides the human behavior towards objectives. The employees are linked with the organizational objectives through the glue of motivational tools. For example, an employee in the organization considers the need for higher pay, more challenging work, for time off etc. These needs influence the thought processes of employee that directs him to satisfy the needs by adopting a particular pattern of action. In case the selected course of action of an employee leads him towards expected results in the form of reward than he will definitely be motivated by the similar reward to give the same performance in the future. On the other hand, if the anticipated rewards are not resulted by adopting a certain line of action, then the employee would not be likely to repeat his behavior. So the rewards of certain action, act as a feedback mechanism that supports the employee to evaluate the consequences when he is considering his future action.

Fundamental Phases of Process of Motivation Following are the basic phases of the process of motivation. Then the unfulfilled need stimulates the employee to search certain goal by creating tension in him. This tension acts as driving force for the accomplishment of the set goals which can satisfy the tension creating need.

Exploring Ways to Fulfill the Need In this phase of the process of motivation, different alternative ways are explored that can satisfy the unsatisfied need that is identified in the first phase. In fact the unsatisfied need stimulates the thought processes of the employee that direct him to adopt a certain course of action.

Selecting Goals In the third phase of the process of motivation, the goals are selected on the basis of identifying needs and alternative course of actions.

Performance of Employee In the fourth phase of Motivation Process , the identified need stimulates the employees perform in a certain way that has already been considered by him. So the employee performs certain course of action to the satisfaction of unsatisfied need. If the consequences of the particular course of action followed by an employee are in the form of rewards, then the employee would be motivated to perform the same level of efforts for acquisition of similar rewards in future. Whereas when the anticipated results of the actions of an employee lack the rewards, then he would not be willing to repeat his behavior in the future.

Reassessment of Deficiencies of Need When an employee feels satisfaction for his certain unsatisfied need through the rewards of a certain line of action, then he again reassesses any further unsatisfied need and resultantly the whole process is repeated again. The managers must comprehend the motivational factors of the employees because motivated employees perform quite well than non-motivated ones.

Following are the theories of motivation that are helpful to understand the motivation of employees.

According to Maslow, people tend to satisfy these organized needs in some specific order which means that the lower level need is fulfilled first then the next upper level need is considered. These organized needs are given below in an ascending order. Furthermore, when a certain need is satisfied then that need cannot be regarded as the powerful motivator. These contributions are as follows.

The relatedness needs are the ones which are satisfied through personal interactions with others like self esteem from others and prestige etc. This theory explains that the needs of the employees should be aligned with the needs of the organization by the managers so that the employees can show better performance by regulating their own actions. This theory promotes further investigation in the area of motivation.

Expectancy Theory According to expectation theory, the employees motivate to exercise a specific level of efforts on the basis of three things which are as follows.

Expectancy Instrumentality Valance In other words expectancy is the function of above three things.

Reinforcement Theory The Law effect is formulated in by psychologist named Thorndike, which states that the behavior that leads towards positive results will be repeated again in the future. This law of behavior

promotes the investigation on results of positive consequences which can motivate the behavior and are referred to as reinforcers. In organizations the actions of the employees are attempted to be motivated. Following are the four basic consequences that can either discourage the behavior of employees or encourage it. In this situation a valued consequence is applied to enhance the probability that the same behavior would be repeated in the future so that the similar consequence appears. Following are some of the examples of positive reinforcers. When an undesirable consequence is withheld or removed, negative reinforcement is employed. Following are the examples of negative reinforcers that can be applied in the organizations. An employee is taken off the probation on the basis of his improved performance. Threatening memos can make employees to accomplish their goals. Punishment When an aversive consequence is administered, punishment takes place. Examples of punishment include the following. Assigning of an unpleasant task Shouting at an employee Sending an employee back home without pay There might be an involvement of threat of punishment in the negative reinforcement when the employee performs well this threat vanishes. But in punishment, the aversive consequences are actually delivered. Extinction When a reinforcing consequence is failing to provide or it is withdrawn, extinction takes place. This decreases the motivation of the person and resultantly his certain behavior is eliminated or extinguished. Following are the examples of extinction. No compliment given on completing an effective task No thanks is shown in favor by someone Establishment of certain goals that is impossible to accomplish. The good managers provide positive reinforcement to the employees that perform well in the organization and negative reinforcement to those ones who do not perform well. According to Herzberg , the lower level needs are quite different motivator than higher level needs and it creates a bad effect when lower level needs are used as a motivational tool for the employees because the needs in the lower level are satisfied quickly. McClelland is also agreed with the Herzberg on the point that the higher level needs are more significant in the working environment. Also the simple and easy tasks are not taken by these individuals. The individuals who have higher needs of power love to take the jobs related to persuasion.

Chapter 6 : Motivation research and marketing management. (eBook,) [calendrierdelascience.com]

Team Management and Retention through mutual coordination and incentivized motivation and hand to hand support. Responsible for Target Achievement and overall territory growth with renovated and modified turn around business analysis and execution of mutually agreed action plan.

This concept is one of the oldest Marketing management orientations that guide sellers. Companies adopting this orientation run a major risk of focusing too narrowly on their own operations and losing sight of the real objective. Most times; the production concept can lead to marketing myopia. Management focuses on improving production and distribution efficiency. Although; in some situations; the production concept is still a useful philosophy. Product Concept The product concept holds that the consumers will favor products that offer the most in quality, performance and innovative features. Here; under this concept, Marketing strategies are focused on making continuous product improvements. Product quality and improvement are important parts of marketing strategies, sometimes the only part. For example; Suppose a company makes the best quality Floppy disk. But a customer does really need a floppy disk? She or he needs something that can be used to store the data. So that company should not look to make the best floppy disk. Here the management focuses on creating sales transactions rather than on building long-term, profitable customer relationships. In other words; The aim is to sell what the company makes rather than making what the market wants. Such aggressive selling program carries very high risks. This is usually very poor and costly assumption. Typically the selling concept is practiced with unsought goods. Unsought goods are that buyers do not normally think of buying, such as insurance or blood donations. Under the marketing concept, customer focus and value are the routes to achieve sales and profits. The job is not to find the right customers for your product but to find the right products for your customers. The marketing concept and the selling concepts are two extreme concepts and totally different from each other.

Chapter 7 : Women V Cancer Ride the Night - Musings of a Marketer

Tim Miles & Co. helps good companies communicate more powerfully with marketing techniques and small business ideas.

Chapter 8 : Motivating Employees - Management - calendrierdelascience.com

Marketing is a department of management that tries to design strategies that will build profitable relationships with target consumers. But what philosophy is the best for a company in setting marketing strategies?

Chapter 9 : Maslow's Hierarchy of Needs

The analysis of the management situation, however, needs to be deepened regarding management style, e.g. motivation of the group, obtaining commitment, generating active and willing collaboration and the satisfaction of important human needs.