
THEORETICAL FUNDAMENTALS OF OCCUPATIONAL MOTIVATION

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Abstract: Motivation is the moving factor and the reason for carrying out the defined activities, the personal development, the realization of the work process. To make one decision the individual chooses between two or more options, depending on the desire for the final result and the achievement of the set goals. The motivation for labor is conscious and/or unconscious depending on the received satisfaction and willingness to achieve definite and benefits. At the beginning of his career, every employee is confronted with the dilemma of whether the choice of work is appropriate, whether he is prepared to perform the assigned tasks, whether he is ready for the responsibilities that accompany the work process. Effective staff management depends to a large extent on how to steer people in a particular direction and what steps to take to motivate them to reach their horizons, which implies the propulsion of populations of value Landmarks, human energy from positive impulses or building a complete system of business projects to achieve personal goals, a sense of common purpose and strategy. Theoretical-the applied dimensions of motivation most often bring to the fore: The potential of the person (or group) and the strength of their motivation. This dependence means that the lack of quality training and the ability to carry out an activity cannot be replaced by the highest degree of motivation to obtain positive results.

Knowing the theories of labour motivation can give confidence to workers and their managers about the implementation of activities and tasks based on thought or physical processes. Motivation for work and fulfillment of the assigned tasks is the driving force for the development of the society, for the development of the economy, for the development of science.

Keywords: Motive, motivation, theories, models, labor, labor behavior.

1. INTRODUCTION

The basis of motivation is that the unmet needs for a particular need, or in the absence of one, whether the individual currently has a clear idea of the outcome. To carry out one activity or another, in a working environment depends on the willingness of individuals to focus their attention and desire, whether or not they receive personal gain from the activity. Motiviti is of a personal or general nature, often dependent on receiving cross-over, namely financial. In some cases, satisfaction itself is sufficient to be a driving factor in which recognition and self-provision are sufficient motive for a work process.

2. EXHIBITION

The purpose of this article is to present the development of the understanding of the work motivation, the leading motives for the labour exploitation, the theoretical frameworks of the approaches and the models for Labour behaviour.

Theories of the reasoned conduct in employment conditions

To achieve the high working capacity of employees is necessary to create stability and balance in their professional environment. For this purpose, different theories and models can be applied to accommodate staff [12]. Among all the variety of methodologies, engagement of employees in a professional field of activity can be identified several effectively working models, which in depth consider the driving mechanisms for the performance of one or another Labour The staff and to the development of the policy of the governing bodies [8]. Opportunities for management of adaptation and inclusiveness in the organization of employees are presented theories summarized for the last few decades, which pay special attention to human behavior.

Any action theory (Theory of Reasoned action – TRA) of Fishbein and Aysen. According to theory, behavior is determined by the intent of behavior of individuals, through two main factors that determine their intent of behavior: a factor related to an individual or a person's attitude, and a social factor or a subjective norm [17]. Behavior can be predicted when you know attitudes.

M. Fishbane and F. Aysen offer a pattern for attitudes that aims to address the foresight of behavioural attitudes [3]. The authors believe that attitudes as well as behavior are determined by the following 4 elements:

- (a) from the action itself, i.e. what behaviour is being undertaken;
- (b) From the object of conduct, that is to what the behaviour is directed;
- (c) The content of the conduct where it is carried out;

(d) From the time exactly when the action is being carried out now or will be carried out in the near future.

A model for technological acceptance by Davis, Bagozzi and Varshhy (Technology Acceptance Model – TAM). The model is an adaptation of TRA [7]. Its aim is to provide an explanation of the determinants of the uptake of new technologies in general and to explain consumer behaviour in the wide range and consumption of users of medical services [17]. TAM focuses on several studies that examine the beliefs of individuals, the intent to use and use technology in a working environment. It uses the sense of ease of use and perception of usefulness as the determinant of intent, which in turn defines use. The TAM serves as a basis for justifying a new model of cultural acceptance [7]. The choice of application of the model is based on (Santos & Amaral, 2004, King & He, 2006), the influence of external factors on the inner of individuals, regarding the acceptance or rejection of information technology and the organization of working behavior.

Theory of planned behavior. Theory of planned behaviour – (A Theory of planned Behaviour TPB) was presented by Isaac Ezen in 1991. It complements TAM, taking into account conditions in which individuals do not have full control over their own behaviour, as formal and informal factors influence the external and internal environment in a working environment. The theory perceives that behavior is a direct function of the intent of the perceived behavioral control [19, 17]. The theory of planned behavior tries to understand and predict the future behavior of individuals [1]. According to the theory of planned conduct, the more favorable the mindset and the subjective norm are, and the stronger the control taken, the more powerful the intention of the individual to carry out a certain behaviour to achieve a work Score. In addition, with a sufficiently high degree of real control over the behavior, the individual realizes his intentions in a favorable opportunity for this.

A model of planned action. The pattern was developed in detail on the basis of the theory of the planned behavior [2], overcoming its insufficient explanatory power in terms of behaviors on which the individual does not exercise complete control. According to this model, individual conduct is guided by three main considerations: beliefs about the likely consequences of conduct and the assessment of these consequences (behavioral beliefs [13]), beliefs about the normative expectations of others and The motivation of the individual to comply with them (normative beliefs) and beliefs about the presence of factors that may facilitate or hinder the execution of the conduct, as well as the perceived force of influence of these factors (the belief of control). F. Aysen developed this model for the structures and organizations (called the model of the planned action), examining the relationship between the mindset of work, human beliefs and behavior, as a result: the beliefs of man influence the mindset to Act in a certain way; They influence both the subjective norms of behavior and the awareness of where and how a person should control their behaviour regardless of their place in the organization hierarchy [3].

Behavioural beliefs give rise to positive or negative attitudes towards behavior, normative beliefs reflect the perception of social pressure or the so-called. A social norm versus behaviour, and convictions for control give rise to a perception of individual control over the performance of the conduct (control adopted) [1, 3]. The three described components – attitude, subjective norm and adopted control, lead to the formation of intent to realize the behavior [1]. They, according to the model of Aizhen, are the three conceptually independent determinants of behavior.

The theory of planned behavior and its predecessor theory of thought action are an extension of the theory of expected significance (Expectancy Value Theory). It is used to understand what motivates the behavior of individuals [6]. Emphasis is placed on intent as a direct causative agent of certain behavior. This theory implies that if we can identify the elements that determine the intent, then we can quite accurately predict whether the individual will engage in appropriate behaviour [5, 6]. Also it implies that when changing the expectations of the individual for a certain result, one can change the individual intent. The basis for the theory is that "individuals choose behaviour based on results in the performance of concrete work that they expect and the assessment (valuation) of expected results" [6]. It also implies that when changing the expectations of an individual to the size of a person's desire to behave in a certain way depends (a) whether he believes that there will be a consequence and (b) How it assesses the consequences. The more attractive the result is for the individual, the more likely it is the individual to commit to the corresponding behavior. Accordingly, if the amount of positive results grows, the motivation to engage in a certain work behavior will increase. The expectation itself is defined as the measure of the likelihood that a positive or negative result will be associated with a corresponding employment action ' [14]. Thus, individual expectations affect behavior.

While the theory of expectation and evaluation was used to predict the intentions influencing behavior, there were limitations to this theory [11]. One of the main weaknesses of the theory is that it devotes too little attention to cognitive processes [4]. Among the possible alternatives some seem more attractive than others. It is possible to intervene and influence positive results from the behaviour of other individuals shared on social networks if we go back to thinking within cognitive social theory of Bangura [5].

The Mood management theory (Mood Management theory) draws attention that the choice of processing specific information often serves to regulate mood [18]. In the beginning it is referred as a theory for the choice of incentives according to the expected impact, and later it becomes known as a theory of mood management. And this theory can be attributed to the cognitive dissonance theory, but Zilman and his colleagues are attempting to expand its application to the widest possible range of choices of information, messages, news, documents, interests in work and in private life [19]. The desire of individuals to reduce the incentives that can be associated with the source of negative mood is leading [15].

A theory of spreading innovation. A theory of diffusion of innovation – (Innovation diffusion theory – DIT) developed by Rogers. The theory is used to explain the process of distributing and accepting innovations in the organization. Four are the main elements in the dissemination of new ideas: innovation, communication channels in the working and personal space, time, social system of work organisation [16, 17].

The ADKAR model. The ADKAR model for managing the adaptation of the change offered by Jeffrey Hayat is the abbreviation of the first letters of five basic psychological characteristics that help the person adapt during organizational changes related to work and work behaviour. These are awareness, desire, knowledge, ability, reinforcement [10, 17].

The Hayat approach reveals how individual change management tools and techniques throughout the organization can be combined to effectively manage and adapt [10]. According to the approach, the change management process is most effectively comprised of the following three phases: Preparing for change, managing change, stepping up change.

3. CONCLUSIONS

To conclude on the supply and demand laws, the meeting between job providers and consumers (employees) is ultimately carried out on the labour market in order to carry out an exchange of the maximum benefit rule in the smallest possible fuel consumption. Therefore, the relationship between the individual (worker, employee) and the employer organisation (the structure) will take place under the influence of market forces. From the point of view of marketing, the relationship between employer and employee is built on the expectations and preferences of the parties. If the ideas are further developed with the modern concepts of personnel selection and relationship marketing, we will recommend monitoring the behaviour of employees, regardless of their position in the three important phases of the relationship – to attract the working place, on hold and on return or on development. The theoretical models examined above can help in building lasting relationships between employers' organizations and their employees.

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