



Arbeitsmotivation (German Edition)

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Studienarbeit aus dem Jahr 2003 im Fachbereich Psychologie - Arbeit, Betrieb, Organisation und Wirtschaft, Note: 1,7, Hamburger Fern-Hochschule (-), Sprache: Deutsch, Abstract: „Allen Fortschritt verdanken wir den Unzufriedenen“ (Nietzsche). Wollen wir Nietzsches Worten Glauben schenken, wären wohl alle Kenntnisse der Motivationspsychologie paradoxer Natur.

Aber Nietzsches Gedanken sollen es sein, denen wir unseren Glauben verleihen. So sind es die Motive, die unseren „Unzufriedenen“ Anreize bieten, um den „Fortschritt“ voranzutreiben.

Somit ist es eine Grundsatzaufgabe aller Unternehmen geworden, die Beweggründe eines jeden einzelnen Mitarbeiters zu kennen, damit die Arbeitskraft als wichtigster Produktionsfaktor die innovative Organisation arbeitsmotiviert mitgestaltet.

Wie könnte man Triebe jedoch in Erfahrung bringen, welche die Individuen selbst nicht kennen?

Oder wie kann eine Führungskraft Mitarbeiter motivieren, als das Ziel Bedürfnisbefriedigung heißt?

Diese Fragen haben sich viele Wissenschaftler zur Aufgabe gemacht und eine Vielzahl von Modellen, Studien und Theorien entwickelt, die Antwort auf diese Fragen geben sollen.

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