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# General Overview of Motivation in Business

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**Abstract:** This essay analyzes the general concept of motivation in business. It discusses various theories and methods of motivation, as well as its importance in the business context. Additionally, effective strategies for employee motivation and practical recommendations for increasing motivation levels are provided.

**Keywords:** Motivation, business, employees, efficiency, incentives, theories, strategies, creativity.

**Introduction:** Motivation is the driving force that compels individuals to achieve their goals. It originates within each individual and encourages us to pursue our objectives. In the business environment, motivation plays a crucial role in enhancing employee performance, creativity, and overall productivity. This essay discusses various motivation theories, methods, and their significance in business.

## METHOD

Concepts of Motivation In practice, the terms 'motives' and 'motivation' are used in different contexts to refer to:

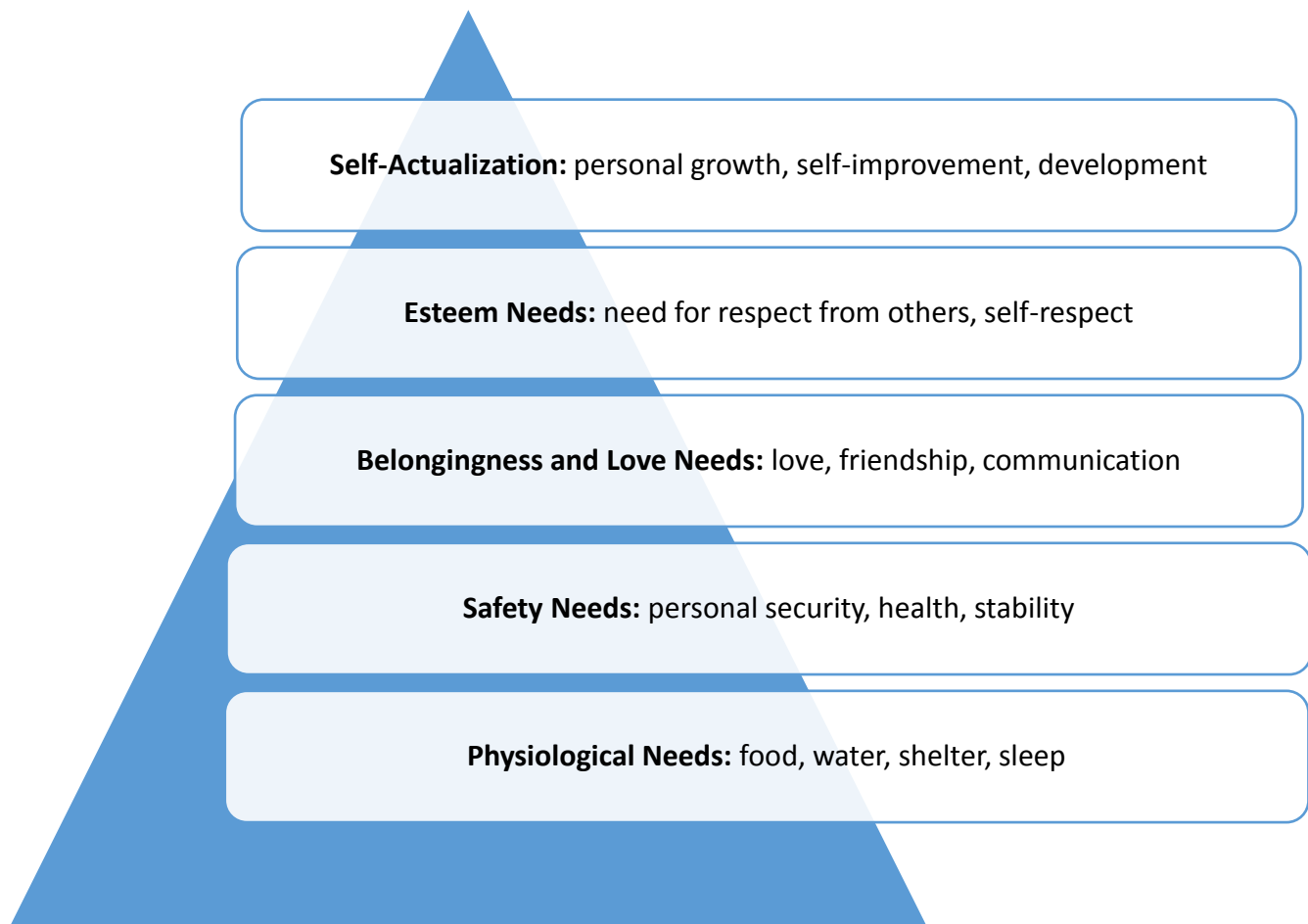
- (a) Desired goals or outcomes for a specific individual, such as money, power, or friendship.
- (b) The mental process of selecting desired outcomes, determining how to achieve them, and deciding whether the necessary effort is justified.
- (c) A social process by which others encourage us to behave in a certain way, often used to describe

organizational efforts to increase employee effort. The core assumptions of motivation include:

- a) People behave in ways to satisfy their needs and achieve their goals.
- b) Organizations can offer satisfactions such as relationships, challenges, achievements, security, and structure.
- c) Therefore, by offering means to fulfill these needs, organizations can influence behavior. This process is called motivation.
- d) When people's needs are met and goals are

achieved, they tend to develop positive attitudes and job satisfaction.

**Motivational Theories** One of the most well-known theories is Abraham Maslow's hierarchy of needs, which divides human needs into five levels: physiological, safety, social, esteem, and self-actualization. Each level must be satisfied before progressing to the next. In business, this theory helps understand employee motivation. For example, if basic needs like financial stability are unmet, higher-level needs such as creativity or self-actualization may not be pursued.



### 1-Picture. Maslow's Hierarchy of Needs

Victor Vroom proposed a formula to assess and measure human motivation. He suggested motivation strength is a product of two factors: (a) The strength of preference for a specific outcome (valence).

(b) The expectation that certain behavior will lead to that outcome (expectancy).

#### RESULTS

Formula:  $F = V * E$  Where: F = motivational force; V = valence; E = expectancy. Low valence or expectancy leads to low motivation. For instance, an employee might expect a promotion (high expectancy) but be indifferent to it (low valence), resulting in low

motivation. Two-Factor Theory Frederick Herzberg's two-factor theory is also significant.

He distinguishes between motivators (e.g., achievement, recognition, responsibility) and hygiene factors (e.g., working conditions, salary). Motivators increase job satisfaction, while hygiene factors prevent dissatisfaction. Business leaders should focus on enhancing motivators to increase employee motivation.

**Impact of Motivation** Motivation affects not only employee performance but also overall business success. Highly motivated employees show more creativity, participate actively in teamwork, and contribute effectively to achieving company goals. They

tend to be more loyal, benefiting the company in the long term. Motivation also reduces employee stress levels. When employees feel valued and part of the organization, they are more resilient to stressful situations, improving overall morale and workplace atmosphere.

**Motivational Strategies** Developing effective strategies for motivating employees is crucial. First, companies should promote open communication, creating an environment where employees can express their thoughts freely and engage with management. Second, employees should be consistently motivated through financial rewards (bonuses, extra leave) and non-monetary recognition (praise, public acknowledgment). Acknowledging achievements increases motivation. Third, offering professional development opportunities enhances motivation. Enabling employees to acquire new skills benefits both them and the company, as skilled employees contribute more to success.

## **CONCLUSION**

In conclusion, the information presented highlights the importance of motivation, its theories, and practical methods. Increasing motivation not only improves employee performance but also positively impacts overall business success. Therefore, every business leader must develop and implement strategies to enhance motivation. The power of motivation is the key to business success.

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