

# Possible causes of the lowest labor productivity in the European union

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# What is motivation?

➤ Directing psychological process, built from various of energetical powers, aiming to impact on behavior in a way, determining the direction, intensity and the sustainability of person's behavior. In regard to workplace motivation, it should be accepted as a process, directing the employee's behavior in the direction required by the employer.



# Which motivational theories have the greatest impact on workplace motivation?

## Need theories

- List of needs by Henry Murray
- Hierarchy of needs by Maslow
- ERG model by Alderfer
- Two factor theory by Herzberg
- Theory of achievement motivation by McClelland
- Self-determination theory by Deci and Ryan

## Process theories

- Expectancy theory by Vroom
- Lower and Porter's model
- Equity theory by Adams
- Goal setting theory by Locke and Latham
- Job characteristic model by Oldham and Hackman






## **Dividing modules of main motivators in the study**

1. Work Environment
2. Remuneration
3. Safety
4. Personal development
5. Affiliation and social aspects
6. Respect and self-respect. Interest and challenge, autonomy and leadership.



# HIPOTHESIS

- **Hypothesis 1:** Workplace motivation is the main reason for low or high labor productivity.
  - **Hypothesis 2:** Remuneration should be one of the main motivators in Bulgaria.
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# Mean scores and ranks for each module

**Table 1: Average mean for each module**

Module 1	Module 2	Module 3	Module 4	Module 5	Module 6
3,641302	3,068041	3,657298	3,539914	3,93517	3,634098

**Table 2: Rank for each module**

Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Module 5	Module 3	Module 1	Module 6	Module 4	Module 2

# CONCLUSIONS

- As we examined, the labor productivity in Bulgaria is an ever-worsening problem. In our country, we suffer from every possible consequence related to the low labor productivity, for example low income, high corruption, huge wage gap and much more. Therefore, it is of a high priority to examine the reasons for the lowest labor productivity in the European Union. We aimed to give a brief view into the problem, and spark interest for future research on the topic.
- Based on our results, we can conclude that in Bulgaria the most preferred motivators are from a social aspect. People tend to feel better in an open, friendly like work environment. Although remuneration is the least preferred, managers should not forget that in a capitalistically based society, money are the main source of valuable resources.
- Although we couldn't prove a directly proportional correlation between motivation and labor productivity, we believe that low motivation on the workplace will lead to numerous negative aspects in organizations
- We state that motivation is one of the most important aspects of today's management. Without highly motivated, energetic and engaged employees, companies could not adapt to the global environment.



# THANK YOU FOR YOUR ATTENTION

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