

Chapter paxar case study

Business



What needs does Paxar appeal to through its commitment to creative innovation and excellence? We think Paxar appeals to these “equivalent” need theories: McGregor’s Y Theory, Alder’s growth need, Maslow’s need for achievement and Maslow’s self-actualization such as creativity, spontaneity and problem solving through its commitment to creative innovation and excellence.

Self-actualities live creatively and fully sharing their potentials just as Paxar executives do, they are visionaries and are always encouraging innovation, creativity and quality in every sense.

; they ensure that every movie gets the best efforts of the company’s “brainy staff of animators, storytellers, and technologists”.

All the things mentioned above about this Paxar case fit the characteristics of these need theories. 2. What is important to you in terms of your personal work motivation? How do the things that motivate you fit with Pixar’s approach to motivating employees? For us even though economic factors in motivation are pretty important and sometimes determinant for job stability, these are not the most important.

We think that the fact that we are young and new in the work field, financial incentives can be pretty decisive when engaging in a job because of the circumstances that we are in of building our lives and beginning a life of independence but when as we grow up and have a stable life and experience non-economic motivation could be more important in order to have a good performance at work because just money is not enough to keep you happy in a job if your work conditions and environment in there are precarious.

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We think motivation should be a hybrid between both financial and psychological incentives in order for it to be successful, both have to be integrated.

The things that motivate us fit with Pixies to the extent that their key employees receive significant financial incentives, but that does not seem to be the force that drives them. Rather, the driving force seems to be the creative freedom they are granted.

Paxar has created a working environment and working conditions that help to attract, motivate, and retain quality employees, which are very important things that would motivate us as well. 3. Using the model of the Individual-organizational exchange relationship shown in Figure 5.

4, explain the relationship that Paxar seeks to develop with its employees. How might this exchange relationship influence the employees' perceptions of equity?

I see relations Tanat Polar seeks to develop with TTS employees is really strong; Owing to the mutual benefit they obtain working together. For the organization is really profitable to work with people that have the abilities, creativity and inspiration to create animated films, commercials and technical contributions that have received about 100 awards and nominations, which definitely contribute with the organizational goals and brings benefit such as status and income.

In the other side employees are also benefit from the company in the way they received good salary to fulfill the physiological, security and physical

needs and Paxar also contribute with the attention development of employees, giving them an excellent work environment to maximize their knowledge, skills and abilities.

For example Andrew Stanton, one of the co-writers and co-directors of Finding Memo, is impressed with the creativity and quality of people at Paxar. He observes that Paxar has created a working environment and working conditions that help to attract, motivate, and retain quality employees.

Because of this fact, employee might perceive equity in the exchange relationship, seeing that they receive the same or more than they are giving in their Job.