

Reinforcement theory

Psychology



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Reinforcement Theory Reinforcement Theory My area of interests is business. I would like to establish my own company in which I would assume the role of Executive Director. Meaning, it is me who will be at the helm of its management structure. Among my roles would be to make important decisions regarding planning, use of resources and motivation of employees. Since it will be a cloth making company, my main desired target clientele will be the youth. To satisfy their needs, I will have to introduce a very attractive and appealing fashion that has never been used before. Finally, some of the concerns about establishing my own company will be employee motivation, satisfaction of clients' needs and outdoing the stiff competition in the market (Gomez-Mejia, et al., 2008).

References

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Discussion 1

Reinforcement theory is one of the most appropriate strategies to apply in the management of employees. It purports to motivate employees in many ways. First, the use of rewards can encourage the employees to work hard. When they feel that they are given the rewards that they rightfully deserve, the employees will have to put more effort because doing so would guarantee them more benefits. Secondly, by giving rewards, the employees' needs would have been satisfied. As human beings, all employees have specific needs that should be satisfied for them to feel motivated (Pierce, et al., 2003). Moreover, the use of reinforcement theory to increase employee salaries or give them promotion can motivate them to deliver their best for <https://assignbuster.com/reinforcement-theory/>

the organization. Lastly, rewards can enable the employees to have confidence and trust in the management and organization as a whole (Pinder, 2008).

I do not just talk about motivation the sake of it. I have personally experienced and enjoyed its benefits. When I was working, my employer was using rewards to motivate workers. He was doing this by giving the following types of rewards: monetary rewards, salary increments, overtime, promotion, allowances and commissions. These really made me to be a highly motivated employee (Skemp-Arlt & Toupenca, 2007). In fact, at one time, I can remember, I was motivated when he offered me a salary increment of 25%. So, as a loyal worker, I had to reciprocate by increasing my productivity. Had it not been for the reward, I would not be motivated to that level.

References

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Discussion 2

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Equity Theory and Organizational Justice can also be a useful theory if applied in the management of a work force. All employees should always be given equal treatment while at the workplace. They are all the same. Otherwise, they may not feel motivated. This means that inequality and injustice can be disastrous in a workplace (Bauer, et al., 2009). Apart from causing conflicts and disagreements in the workplace, it can be a demoralizing factor. Any employee who feels discriminated can not be inspired to work hard or be loyal to the company's goals (Rupp & Aquino, 2009).

One of the examples of a news feature that highlighted an inequality and injustice in a workplace was the case of Sterling Jewelers Limited. Here, there have been cases of favoritism and gender biasness. Employees were discriminated based on their gender differences. So, in order to resolve such cases, I would like to recommend the application of equity and organizational justice theory. It can enable the management to come up with policies aimed at giving equal treatment to all employees regardless of their racial, ethnic, geographical, age and gender differences (Greenburg, 2009). It is very applicable in handling such matters.

References

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