

# Chapter within this chapter the numerous stages

[Business](#), [Management](#)



## CHAPTER 01 INTRODUCTION 1. 1.

OBJECTIVE OF RESEARCH: The first chapter of this research will incorporate the introduction section. Although in stature this section is one of the smallest in this dissertation the introduction plays a pivotal role as it is the starting point for research and outlines what the aims of the research are the background of the study what the other chapters entail and provides the reader of an outline for the remainder of the research. The second chapter is made up of a literature review. The purpose of this section is to inform the research methodology and allow for a critical assessment of the work of others in this area. Evaluations and discussions will be made, focusing on written work and research that has already been carried out in the appropriate areas regarding this dissertation.

The literature review for this section will primarily look at the areas concerned with motivation and employee reward schemes. A sample of the main theories of motivation will be provided along with a distinction between the two types of motivation theories; content and process theories.

Alongside this there will be a critique of the major theorists and the ideas they have formulated. The next part of the methodology will look at the literature and theory surrounding employee reward looking at how employee preferences may choose between either a financial or non-financially based reward system where the option is available. Again a critique of the advantages and negatives of choosing one specific reward package will be outlined in the form of alternate options available to employees. Finally employee perception, with regards rewards systems and incentives will be synthesized for the reader also. Chapter three will focus on the methodology

used in this research. Within this chapter the numerous stages that make up this very detailed section will be outlined to clarify the use of the chosen methodology.

This is a highly important chapter as the researcher gives a full outline and basis for the reasoning behind choosing the suitable methodology which enabled the research to be carried out. Within chapter four the results and findings of the quantitative research will be portrayed using the appropriate visual aids such as bar charts, pie charts and graphs, along with an explanatory note regarding the findings of each question. These findings will then be analyzed using suitable software such as Microsoft Excel and Word.

Alternately the data may be analyzed by variable by identifying major variables within the study and portray the suitable and relevant data of each variable from the findings. Chapter five will be the final chapter of the research and will contain the conclusions and recommendations. This section allows the researcher to apply a bird's eye view of the study and draw upon the key areas and aspects of the topic to come to a final conclusion with regards to the study and formulate any recommendations to aid with any further research in such areas. This section allows the researcher to look back over the topic and analyses if their opinions and views regarding such an area have been altered and what changes could have been made to the study. Basically this section deals with how you would do things differently if you were to start the research again.

1. 2 SIGNIFICANCE OF RESEARCH: In today's corporate world competitiveness in securing the right employees with key skills and attributes for the job is at

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an all-time high especially in multinational companies where the demand for a skilled and educated workforce is particularly intense. However while attracting employees to a company is a pivotal issue providing a substantial and appealing reward package to promote motivation and entice employee loyalty to reduce the level of staff turnover is imperative.

The productivity of multinational companies in an intense corporate environment relies on the work motivation of its employees. This research aims to investigate what motivates an employee and examines the properties and importance of various correctly implemented reward systems. As a worthwhile topic of research this dissertation should show how an adequate use of financial and non-financial rewards can increase an employee's motivation levels and in turn increase their commitment and loyalty to the organization. Within researching such an area it is important to acknowledge that many employees are unique and what motivates one person may be vastly different to another person. Taking this into account should show how effective employee reward does encourage motivation. 'Acknowledging these differences often necessitates that varieties of motivational approaches be utilized' (Staren, 2009).

While numerous research has been carried out in the area surrounding employee reward, focusing on benefits packages, performance related pay and correlating factors such as staff retention this research aims to explore motivation and how employee reward both financially and non-financially impact on employee motivation in the workplace. Seeing as motivation plays such an important role in employee performance and

improving factors such as productivity and efficiency (Shields, 2007), this research is important to look at what kind of reward systems and how they act out in motivating employees, particularly in Multinational companies. Without a human capital involvement in the workplace the functionality of an organization may come into question when efficiency and productivity are looked at. Because of this a key area of human resource management surrounds motivation. Motivation plays a huge part in any organization from the top level management to entry level employees and those employees in between (Kirstein, 2010). Understanding motivation as part of the broader aspect of human behavior is a complex area.

With this in mind many managers in the workplace have not made any further progress in understanding what motivates their employees than that of the research carried out by their equivalents at least thirty years previous (Kovach, 1980). Throughout the Celtic Tiger era, background research shows the researcher that many companies tended to adopt more financially based incentives as a means to motivate employees. However, in recent times in every area of business, companies are trying to reduce costs, thus the availability to offer financial incentives as a means of motivating effectively may be jeopardized. If this is the case the correct research must be carried out to find out if alternate means such as non-financial incentives are as equally effective in motivating employees. Another reason why this area is such a worthy topic of study is to look at the effect the post Celtic Tiger era had on reward packages and how current Irish employees feel their current reward packages impact on motivation. The aim of this research was to use any available literature that had been carried out previously in this area along

with collected data using suitable methodology to investigate and carry out the set of objectives for this dissertation. This research would be collected by means of the objectives of this research, which were as follows: 1.

Explore how reward systems positively motivate employees. 2. Explore employee perception of the motivating effects of reward and benefits. As will be shown in the literature review, there are numerous theories developed to try and understand motivation and how employees are motivated.

However for the nature of this research on of the simplest ways to do this is to ask employees what motivates them. While carrying out such analysis, many researchers compiled data from employees with varying demographic, education and level of skills backgrounds. This research aims to emulate the findings of previous research in showing while that the importance of motivating factors might differ depending on a group of employees, certain motivating factors are often highly regarded according to Lindahl, 1949 (as cited in Sonawane, 2008; Harpaz, 1990; Kovach, 1980; Linder, 1998; Kinnear and Sutherland, 2000).