

# Equity motivation theory

Sociology



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## Equity Motivation theory

It is the duty and the function of the organisation and its leader to provide the employees an optimal working environment. In that optimal working environment only, employees can exhibit optimum motivation, thereby optimizing their productivity and organisational success. Employees' mind along with their physical body is the 'crucial part' which will make an organisation function and succeed. That is, only if the workers' mind is filled with positive thoughts, it will become motivated, making or even pushing the physical and mental organs to function on an allocated task, and it is applicable to the Generation Y group as well. An motivated mind will normally 'configure' the mind and the physical body, to function in an optimum way, even 'pushing' them derive beneficial outputs for the organisation as well as for their personal benefits. This paper will focus on motivation, discussing how Equity theory of motivation can motivate the target group of Generation Y

The Equity theory at workplace states that, people will be motivated automatically if they are treated fairly and equally. People of Generation Y have a lot of self-respect. Although, they may be fast and brash, they expect recognition and respect for what they in the organizational setup. This motivational theory can take care of this specific behavior of Generation Y. Under this Equity theory, a manager or other superiors should always treat all the employees fairly in order to achieve maximum productivity from them. The employees should never develop a feeling that the manger is treating the employees differently based on the gender, culture, race, designation or intellectual level. Manager must take extreme precautions while assigning jobs. The employees must feel that everybody treated on

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their merits and the manager has not done anything with prejudices or biases. Equity Theory implies that employees decide in fairness by comparisons with others in similar situations. (Beardwell and Claydon 2007, p. 43). This aspect of equality, as part of the equity theory, can be implemented by the management as part of the wage system. Good at the same time unbiased wages are good motivational factor, which can accentuate the motivation level. “ Salary strategies and job enrichment strategies were positively related to job satisfaction. Job enrichment strategies and job stability strategies were positively related to employee commitment.” (Arocas & Camps 2008, p. 28). When the leader after understanding the importance of motivation through the Equity theory, comes up with fair and unbiased financial rewards, promotions and even non-financial praise or recognition to the deserving and victorious employees as part of the motivational strategies, it will elevate Generation Y's motivation levels to higher levels. Provide appropriate financial incentives and rewards, and non-financial praise for the employees' achievement.” (Armstrong 2004, p. 229). In addition, rewarding the ‘ success achieved’ Generation Y employees will not only motivate them to give better results but also make them ‘ stick’ to the organisation. Thus, fair allocation of rewards, promotions and non-financial praises as part of equity theory, will optimally motivate the employees, making them contribute optimally to the organisation, thereby making the organisation as well as them a success

## References

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