



Motivationsmodelle und ihre Anwendung in der Praxis (German Edition)

Kathrin Warneke

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Akademische Arbeit aus dem Jahr 2005 im Fachbereich BWL - Personal und Organisation, Note: 1,3, ,
Sprache: Deutsch, Abstract: In dieser Arbeit wird der Begriff "Motivation" definiert, Motivationstheorien
werden vorgestellt sowie Anwendungsbeispiele aufgezeigt.

Die Motivation ist eine der wichtigsten Determinanten menschlicher Arbeit, denn sie beeinflusst die Stärke der Arbeitsbemühungen, das Arbeitsverhalten und das Durchhaltevermögen. Die ursprüngliche Bedeutung von Motivation ist „etwas in Bewegung bringen“. Heute werden im Konzept der Motivation verschiedene Antriebskräfte wie Streben, Wille, Wunsch und Beweggrund (Motiv) zusammengefasst, die zu einem spezifischen, zielgerichteten Handeln führen können.

In diesem Werk sollen die Gründe und Ursachen menschlichen Verhaltens gefunden und erklärt werden, was Menschen zum Handeln antreibt und warum ihr Handeln in eine bestimmte Richtung zielt.

Nach der Betrachtung der verschiedenen Motivationsmodelle wird dargestellt wie deren Umsetzung in der Praxis aussehen könnte.

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