

State the Maslow's Hierarchy Need Theory.
 Or, Describe the Maslow's Hierarchy of corporate needs.
 Or, Why entrepreneurs analyze the Maslow's Hierarchy Need Theory?
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4.14 Herzberg's Two Factors Theory

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The two-factor theory (also known as Herzberg's motivation-hygiene theory and dual-factor theory) states that there are certain factors in the workplace that cause job satisfaction, while a separate set of factors cause dissatisfaction. It was developed by psychologist Frederick Herzberg, who theorized that job satisfaction and job dissatisfaction act independently of each other. According to Herzberg intrinsic and extrinsic motivation cannot motivate people. He believed that there are two factors which motivate employees.

1. Motivators

2. Hygiene factors

Motivators (প্রেরণা প্রদায়ক): Motivator factors are necessary for employees manager needs to give them complex tasks so after fulfilling those task they will feel that they achieve something also give them authority to take part in decision making it make them think that they are a part of organisation. It gives them positive satisfaction and makes their work more interesting for them.

Hygiene Factors (হাইজিন উপাদান): This factor includes job security, salary, bonuses, benefits, paid insurance and vacations. It leads to higher level of motivation. Herzberg believed that if you take these factors away people will get dissatisfied and they want them get back.

According to the Two-Factor Theory there are four possible combinations:-