

 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

হার্জবার্গের দুই উপাদান তত্ত্ব

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:-

economic progress in the society, higher level needs of Maslow's model (esteem and self-actualization) are the primary motivators.



**Compare between Maslow and Herzberg Theory of Motivation.
Or, Compare motivational theories between Maslow and Herzberg.
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4.16 McGregor's 'X' and 'Y' Theories

ম্যাকগ্রেগরের 'X' এবং 'Y' তত্ত্ব

Douglas McGregor developed two theories on motivation that explain the positive and negative qualities of individuals. His Theories are popularly known as 'X' and 'Y' Theory. These theories have been discussed below.

'X' Theory ('এক্স' তত্ত্ব): Theory 'X' is negative or pessimistic in approach. It is based on the following assumptions:

1. People, in general, dislike work. They avoid their duties and are basically lazy.
2. Most people are un-ambitious. They do not voluntarily accept any responsibility.
3. Most people lack creativity. They show no preference for learning anything new factors.
4. Satisfaction of physiological and safety needs alone is important for most people. Workers in general are only bothered about their salary, job security and such other extrinsic factors.
5. While at work, an employee needs to be closely supervised and watched.

Theory 'X' does not want managers to involve workers in the decision making process. It expects the workers to work as per the directions of the managers.

'Y' Theory ('ওয়াই' তত্ত্ব): Theory 'Y' is positive or optimistic in its approach. It is based on the following assumptions: