



Von der Motivationstheorie zur Motivationspraxis (German Edition)

Tanja Oexler

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Studienarbeit aus dem Jahr 2007 im Fachbereich Psychologie - Arbeit, Betrieb, Organisation und Wirtschaft,

Note: 1,0, Hamburger Fern-Hochschule, 13 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract:

Nach einer alljährlichen Erhebung der Gallup GmbH zur emotionalen Bindung von Arbeitnehmer/innen in Deutschland, ist nur etwa ein Sechstel der Beschäftigten in Deutschland bei der Arbeit besonders engagiert. 13% der Arbeitnehmer/innen geben an, eine hohe emotionale Bindung Ihren Arbeitgeber entgegen zu bringen. Während mehr als zwei Drittel (68%) Dienst nach Vorschrift leisten, erklärten 19% der Befragten bereits innerlich gekündigt zu haben und keinerlei emotionale Bindung gegenüber Ihrem Unternehmen aufzubringen.

Eine weitere Erkenntnis der Studie zeigt, dass im Allgemeinen die Bereitschaft sich für ein Unternehmen zu engagieren umso mehr abnimmt, je länger der Einzelne im Betrieb beschäftigt ist. Daraus ergeben sich Produktivitätsverluste aufgrund mangelnder Mitarbeiterbindung und hoher Fehlzeiten.

Das Thema dieser Hausarbeit „Von der Motivationstheorie zur Motivationspraxis“ beschäftigt sich mit etwaigen Ergebnissen der o.g. Studie. Es werden anhand von ausgewählten wissenschaftlichen Modellen und Theorien mögliche Ursachen und Hintergründe für den Grad der Arbeitsmotivation dargestellt. Auf Basis der theoretischen Grundlagen wird anschließend die Analyse eines Praxisbeispiels vorgenommen, um Aufschluss über die Motivation bzw. das Motivationspotenzial einer Person zu geben und diese in Richtung möglichst hohe Arbeitsmotivation zu führen.



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