MASTER THESIS

“DIFFERENCES OF MOTIVATION IN PUBLIC AND PRIVATE ORGANIZATIONS”

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Abstract

Motivation of employers is becoming everyday more important due to the new role of mankind in all the social processes. Different people, with professional diverse preparation, work together in organizations, which can have other purposes too who don’t coincide with the organizational purposes. Motivation acts as a pushing force, in order to motivate the employers towards the fulfillment of organizational purposes.

This study is focused on the importance of the motivation of employers, use of suitable theories of motivation in different situations, and also testing of special research hypothesis raised in here. The main purpose of this study is to identify the differences of motivation among the public and private organizations in Kosovo, by identifying the motivation factors for the abovementioned high sectors.

To conduct this study, there were totally spread about 260 questionnaires, where there were considered two employ groups; the first group consists of employers of the public sector, meanwhile the second group consists of employers of the private sector. This canvass was developed during May – July 2015. The selection of the surveyed was casual and laid in the municipality of Prishtina, Fushe-Kosova and Lipjan (due to the big concentration of public and private institutions in these three municipalities).

For this study, we used a structured questionnaire that consists of 3 sections. In the first section, the questionnaire included general data on the individual who participated in this research. In the second section, the questionnaire consists of general questions about motivation, that covered the theoretical part of this work, totally consisted of twelve questions, where each question linked to the motivation theories mentioned in the second chapter, and in the third sector the questionnaire consisted of information for the identification of motivation factors for the public and private sector.

Results show that there are differences in motivation factors among the employers of the public sector and those of the private one. Employers of the public sector were motivated by good salary, possibilities for development in career, offer of different trainings/specializations and experienced more balance between work and family, meanwhile employers of the private sector were motivated by financial services, safety in work place, good working condition and supporting environment.

Key words: Theories of motivation, differences, motivation factors, employers, public sector, private sector, motivation strategies.
CHAPTER V – CONCLUSIONS AND RECOMMENDATIONS

In this chapter we will summarize the study by including main findings, and also possible recommendations. This study had an intention to describe the motivation differences in public and private organizations, and also to identify the motivation factors for the abovementioned sectors.

Conclusions

In the third millennium, there are expected big changes in all the fields of human interest, of life and activity, where the human is focused as a factor that changes everything, and for whom everything is in change. The rapid economical development, monitoring and implementation of global trends, and the multidisciplinary access towards business, imposes the need for the implementation of motivation theories towards employers.

Motivation and professional development of employers are directly in the function of providing efficiency and work performance in organization, the permanent need to adapt to changes, requires a flexible system of motivation and promotion of employers. Employers are the creators of new technical, technological and organizational choices, new values, relations, leaders of work processes and organizational development. For this reason, in all the economies oriented towards market, a special attention is paid to the motivation of human sources.

The theoretical part of the work showed that the nature of motivation is too complex, and doesn’t simply have one general answer on the question of what motivates employers. The purpose of this research was to describe and identify the motivation differences in public and private organizations. To give answer to these research questions and objectives of study, the quantitative method was used. In the research totally 243 respondents have participated (Public N=124 and Private N=119). The research was done in the municipality of Prishtina, Fushe-Kosova and Lipjan.

The proceeded research found the discoveries as following, which are much interesting:

1. At first, over 70% of respondents in the two sectors, fully agree with the fact that relations with colleagues are important to achieve satisfaction in work.

2. Over 57% of respondents of the public sector, and about 76% of the private sector fully agree that rewards and benefits have an impact in their performance, so there’s an obvious appearance of a higher percentage of the private sector.

3. In the public sector, it results that over 59% of respondents like to participate in the set of objectives of organization. Meanwhile in the private sector, we have an opposite result, where
over 54% of respondents didn’t like to do it. This is a result that in some private organizations, employers were never able to get informed about organizational objectives.

4. According to the research in the public sector, satisfied on average with the treatment of managers were only 37% of the surveyed respondents. Meanwhile in the private sector, we have another situation, where over 67% of respondents weren’t satisfied at all with the treatment towards them. Here as well, we notice a big percentage of dissatisfaction in the private sector.

5. In the public sector, 39% of respondents were satisfied on average with the given freedom to decide how to do their work. Meanwhile in the private sector, a big number of them respectively 66% of respondents, weren’t satisfied at all with the freedom that the organization offers to do their work from beginning to end.

6. Over 61% of respondents from the two sectors, fully agree with the fact that material stimulations as (pay raise, different rewards, offering treatments, etc) have an obvious impact in their motivation.

7. Over 52% of respondents in the two sectors, fully agree with the fact that non-material stimulations as (flexible schedule of work, design of work, participation, etc) have a positive impact in their motivation.

From the research, we also made clear that:

1. Organizations (in the two sectors) didn’t find many different methods to stimulate and motivate employers. In the private sector there were some organizations, that weren’t motivation programs at all for their employers.

2. There weren’t implemented rewarding methods and treatment in the same way for all the employers (in the two sectors). Especially in the private sector, we noticed a big dissatisfaction of the surveyed respondents.

3. In the private sector about 65% of the surveyed respondents, didn’t think they had a satisfying salary that covered at least their basic needs.

4. The facebook method wasn’t implemented as needed to inform employers for their work results (in the two sectors). In the private sector, there was noticed a big dissatisfaction of surveyed respondents regards to this issue.

5. Over 68% of the surveyed respondents in the private sector, didn’t think they were able to go far in career.

6. In some organizations of the private sector, there were limitations of different natures regards to the motivation of employers. Especially, there was emphasized the lack of support of medium and low positions within their structure.
7. It was proofed that there are differences in the motivation factors among the employers of the public and private sector. Employers of the public sector were motivated by good salary, possibilities for development in career, offer of different trainings/specializations and experiences more balance between work and family, meanwhile employers of the private sector were motivated by financial rewards, safety in the work place, good working conditions and supporting environment.

From all that as mentioned above, we can conclude that organizations in Kosovo (especially those of the private sector), would be good to begin a more worthy training of their employers, to make a living, development and competitive progress in the space where they operate.