

ROLUL MODELĂRII MOTIVAȚIONALE ÎN CREȘTEREA COMPETITIVITĂȚII

THE ROLE OF MOTIVATIONAL MODELING IN INCREASING COMPETITIVENESS

Prof.dr.ing. Monica IZVERCIANU

Drd. Alina RADU

Universitatea „Politehnica” din Timișoara

Abstract: Today's competitive environment forced the organizations to focus mainly on their customers' needs, to develop new products that satisfy the demand of their target customers, but unfortunately they tend to forget about their employees' needs. Motivation is a key factor for the human resources performance and by extension for the competitiveness of the enterprise. Motivation is the driver that makes the employees come daily at work and do their best. This paper illuminates the factors that influence the degree of employees' motivation. This paper shows that motivation modeling has a positive influence on employee competitiveness, performance and enterprise competitiveness, thus providing evidence on the compatibility between motivation and competitiveness.

Keywords: competitiveness, human resources management, motivation, performance.