



# Mitarbeitermotivation. Theoretische Grundlagen und Definitionen (German Edition)

*Holger Schmidt*

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Akademische Arbeit aus dem Jahr 2004 im Fachbereich BWL - Personal und Organisation, Note: 2,3,  
Hochschule Bremen (Fachbereich Wirtschaft), Sprache: Deutsch, Abstract: Um der Frage nachgehen zu  
können, wie Mitarbeiter dauerhaft motiviert werden können, ist es notwendig, die wissenschaftlichen  
Grundlagen mit ihren theoretischen Ansätzen und Definitionen der im Mittelpunkt der Thematik stehenden  
Begriffe zusammenzufassen.

Besondere Bedeutung kommt hierbei den unterschiedlichen Motivationstheorien zu, da diese zu einem  
besseren Verständnis über das „Wie“ und „Warum“ des menschlichen Handelns verhelfen. Als  
Problemgebiete lassen sich dabei das Motiv, die Motivation und die Handlung abgrenzen.

Behandelt werden unter anderem die Bedürfnishierarchie nach Maslow, die Zwei-Faktoren-Theorie von  
Herzberg sowie die VIE-Theorie nach Vroom.



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