



**THE MODERN TRENDS OF IMPROVEMENT EMPLOYEE MOTIVATION AND ITS
IMPACT ON THEIR PERFORMANCE MANAGEMENT IN GEORGIAN REALITY**

Badri Gechbatia^{1*}, Zurab Mushkudiani² and Nana Shonia³

¹Department of Economic, Batumi State University

²Doctor of Business Administration, Kutaisi City Council

³Department of Business Administration, Akaki Tsereteli State University

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ABSTRACT

The main provision of human resources management in Georgia is that in the growing global competitive world, we should put the national competitive factors to the fore. It is also important to take the country's progress and development into consideration, in spite of the land, capital, and natural resources, as representatives of the classical economic theory. It is crucially important, as well to have highly qualified human resources and scientific basis. The study found that it is vital to get each individual employee more involved in the company in the modern market competition,

Key words:

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INTRODUCTION

In the modern world of success one of the most important sources for achieving and maintaining a competitive advantage for modern organizations is the factor of labour resources. (Bob Nelson Ken Blanchard, 2002) Human resource in itself is a combination of psycho physiological and intellectual capabilities that enable to produce material wealth or service. That is why, it is so important to motivate constantly the workforce in the working process, because its effectiveness depends on the effect of the organization's activities. Employee management can be positively reflected using by the motivating tools, as well as the financial performance of the organization's activities, also on the productivity of the competent workers and their satisfaction level. (Michael Armstrong, 2000). Human resource is the most important and valuable asset for the company, so it should be selected, appreciated, and constantly motivated to have the work done by them to be fruitful, by high quality and generosity. Despite of the technological or cultural development, human resource remains the company's main driving force. Motivation is a combination of driving forces that push people to target action. (Proce Alan, 2011) The motivation is to promote people to work and to the goals of personal and organizational. Motivation is a combination of driving forces that push people to target action. The motivation is to promote people to work and to the goals of personal and organizational.

Implementation of motivation function is related to stimulation of personnel. (Debra L. Nelson, James Campbell Quick, 2013)

Literature Riview

It is important that the motivation theories are changing from time to time, but each does not lose its relevance and many managers still use the work process. (Ricky W Griffin, 2011) The theory, which offers a unified and universal concept of motivation, does not exist yet. Nevertheless, each author of motivation theories has precisely proposed valuable conclusions and opinions that become a powerful and effective motivational arsenal in the hands of knowledgeable and motivated head. (Stephen P. Robbins, Timothy A. Judge, 2013) However, formation and development of effective motivational mechanisms facilitate the reduction of conflicts, harmonizing of employees' relationships, increases the level of self-organization, self-development and self-esteem of staff, which ultimately increases labour productivity and quality of work performed. (John R. Schermerhorn Jr, Richard N. 2013) Accordingly, it is important to create the motivation of personnel management mechanism, to achieve the right balance between the tangible and intangible reasons, only because of their balanced system allows us to maintain the loyalty of employees, to reduce the innovative organizational changes and other innovations arising from the implementation ahead resistance negative results and thus, achieve the full realization of the organization's strategic goals. (Mary Uhl-Bien, John R. Schermerhorn, 2013)

*Corresponding author: **Badri Gechbatia**

Department of Economic, Batumi State University

RESEARCH METHODOLOGY

Methods of data collection

A combination of Interview method and Questionnaire method is used to collect data from the respondents.

Sample Design

Under sample design the method of Sampling is been used to collect data from the respondents. In order to provide contemporary trends of improvement of motivation in Georgia, the research conducted in the following companies: JSC 'Nikora' and LLC 'Okran Oktopus'. JSC "Nikora" is one of the most successful food producers in the Georgian market. Nowadays the company takes a position on the Georgian meat products market and has established as a strong holding. As for LLC 'Okran Oktopus', it is an import of alcohol products in Georgia. The company has shops' chains in Batumi and Tbilisi, under the name of "Smuggler". In addition, LLC 'Okran Oktopus' has its distribution network which operates throughout the country.

The managers constantly try to motivate workers to achieve high performance. As a result, the productivity of the growers is increasing, they are regularly working in the service and do not have the power to achieve the organization's mission to make a positive contribution to the common cause. Performance of work depends not only on motivation, but also for other factors. The skill and the environment must be considered. Questions were certainly about the level of motivation of the staff. Questions: What factors do I effectively perform the job effectively: One hundred percent of respondents think that 25% of employees think that the job is motivated to perform efficient performance, 10% thinks that the main thing is, 25% thinks that the environment is the main one and 50% think that All three of the above factors are the main task of performing the job effectively. In fact, this can not be done effectively without the combinations of these three factors. To achieve a high degree of performance, the employee should want to do the job (motivation), be able to work efficiently (ability) and have appropriate material resources, equipment and necessary information (environment). Failure or inconsistency of any factor harms the final outcome. (See Fig 1.1)

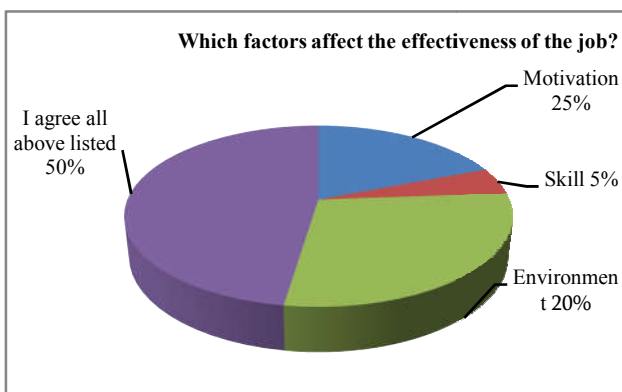


Fig 1.1 Job Effectiveness

This graph clearly represents 100 interviewed people, 10% named a job that is simple, repetitive and standardized. In this case the employee is given the possibility to perform the operation once and for a number of times. Such a job does not require the use of special skills or experience which positively affects the efficiency of the organization. 40% named a job

that is repetitive to the growth of labor productivity and contributes to its diversity. And 50% named a job that is related to constant innovation is very difficult to predict any aspect of the job at this time. (See Fig 1.2)

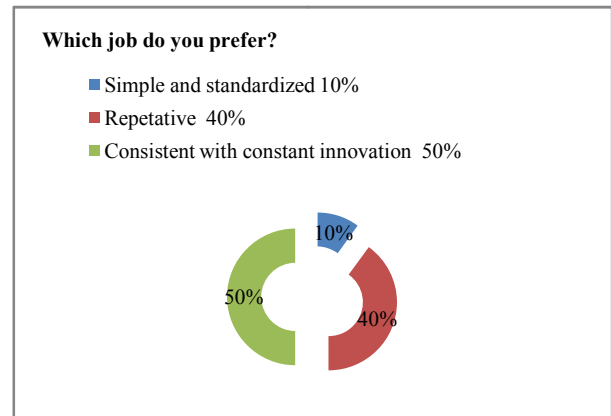


Fig 1.2 Preferable job

This graph represents the percentage of the respondents out of 100 employees in different companies have been distributed: 10% think that physiological needs are the most important, 5% security requirements are required to meet 20% love and certain social groups, require 40% respect and recognition and 25% self-fulfilment the fringe. It is noteworthy that different needs are important for people in different positions. In fact, as a result of the research, it was found that employees are more likely to satisfy the need for respect and recognition as a priority over the needs of the last level. (See Fig 1.3.)

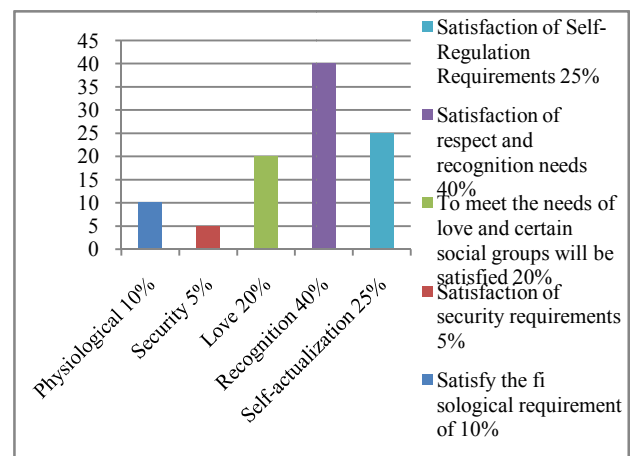


Fig 1.3 What kind of needs are you satisfied with helpful service?

Of course, reimbursement is one of the main leverage for motivation for employees. Encourage management process provides immediate motivation to perform various payments, as far as the focus is on the importance of expectations and fair theories. It should also be noted that the general pay is the highest operating cost of organizational, which means that the employer can pay too much for the employer's products and services and make the company less competitive. It is also worth mentioning that a person receives money incentives (salary or bonus) according to schedule, not directly due to the case. If the job is big and it takes a long time to pay, then the money paid according to the schedule loses its incentive. Around 10% of respondents receive a reward once a month, 20% say that similar facts do not happen, 30% once a year gets a rewardings and 50% only receives cash prizes. (See Fig 1.4.)

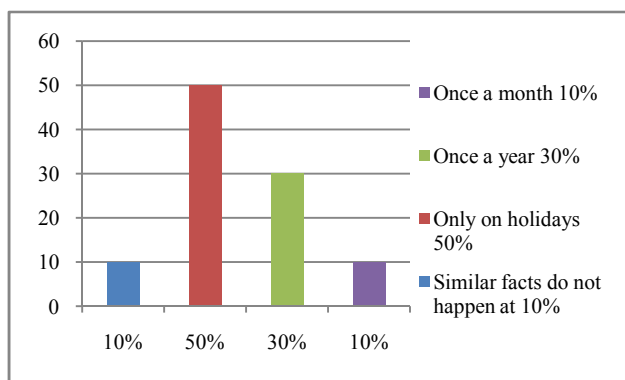


Fig 1.4 How often do you have cash prizes in your service?

This graph shows that employees with different needs need different types of motivation. Therefore, the managers often face the issue of developing a flexible working schedule or other motivators for the company's staff. The question of 100 people interviewed is a flexible work schedule. The percentage was distributed as follows: 20% preferential fulfilment of the work. (This type of job is quite convenient because of its flexible schedule, working out of home and dress-free style, but it can not be noted by a negative side). 30% prefer to work directly on the job schedule (employers have to work a few hours a week, but they can freely make some changes in working hours) and 50% short week choices. (In this case the employee has worked for a few days a week and the mandatory number of working hours will generate a longer working day than the norm) (see Fig1.5).

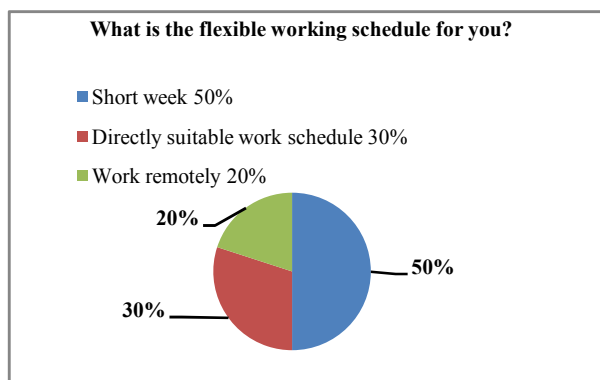


Fig 1.5 Working schedule

CONCLUSION AND SUGGESTIONS

Based on the results obtained, the motivation of employees in various ages is revealed differently. The fact that the employee is ranked highly promoted is therefore highly paid and the conditions are also good. The managers seek to motivate employees to achieve high performance. It is very important to consider the following factors for managers: to monitor the level of motivation to find out their wishes and goals in the staff.

Different people are driven by different goals and desires, if they intend to introduce a system of encouragement; they must explain the essence of the staff. Encourage relationships within the organization, plan meetings or some activities so that management and ordinary employees periodically meet each other in an informal environment. It is impossible to raise a person's motivation if you find it very rare. Create a Bank of Ideas and try to find out what are your company employees thinking. Most of the ordinary employees believe that they do not care about their opinions, maybe they have good ideas? In fact, managers need to hear new ideas from employees. In order to achieve the professionalism in any case, the employee must seek to develop and become the best in his / her specialty. It is necessary to motivate employees to distribute a work order according to the qualifications. It is also important that social security will agree that under conditions of today's difficult economic situation, every organization tries to avoid the loss of each coin in a short amount of stimulating behaviour in human capital management, creates minimal expenditure with maximum effectiveness.

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