



Von der Motivationstheorie zur Motivationspraxis (German Edition)

Michaela Werther

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Studienarbeit aus dem Jahr 2008 im Fachbereich Ingenieurwissenschaften - Wirtschaftsingenieurwesen, Note: 1,3, Hamburger Fern-Hochschule, 18 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Motivation ist die „Summe der Beweggründe, die jmds. Entscheidung, Handlung beeinflussen“ (DUDEN 2001, 653).

Es gilt also, die Beweggründe selbst zu präzisieren und wie man auf diese - positiv und negativ, bewusst und unbewusst - einwirken kann.

Dabei können die von COMELLI/VON ROSENSTIEL definierten Motivationsquellen ein Ansatz sein. Die Schwerpunkte sind auf die Person und auf die Aufgabe zu setzen, da sie intrinsisch, also von innen, wirken.

Der Führungsstil, die Gruppe, die Organisation und die Gesellschaft funktionieren extrinsisch, wirken also von außen auf das Individuum, und bilden damit den Rahmen für die beiden anderen aufgezeigten Quellen.

Um konkrete Ansätze für die Umsetzung in den beruflichen Alltag zu gewinnen, betrachten wir drei Motivationstheorien näher und wenden sie auf ein Praxisbeispiel an. Auf Grund des begrenzten Umfangs dieser Arbeit konzentrieren sich die Ausführungen auf Industriestaaten.



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