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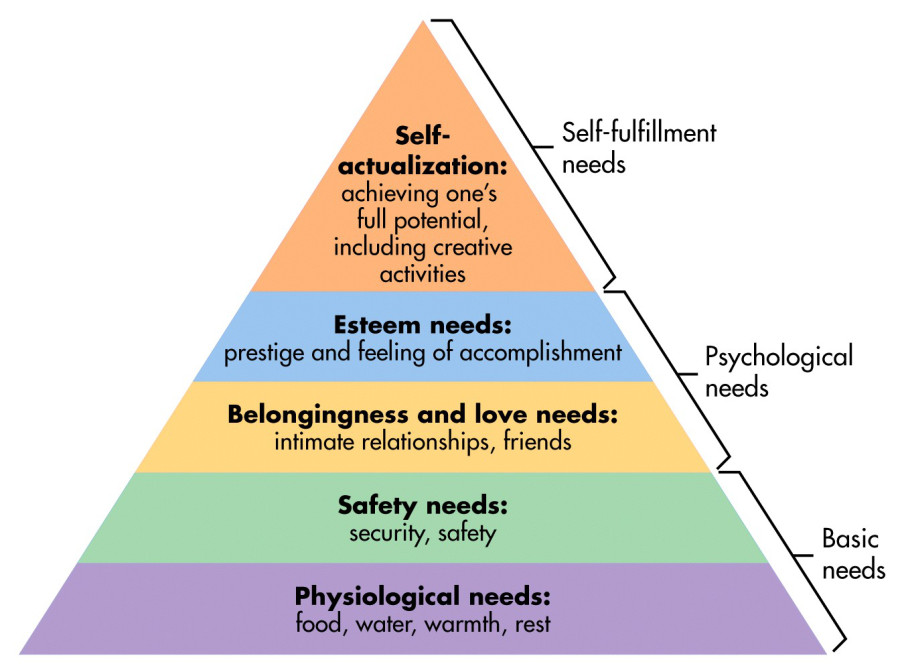
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# ABSTRACT

Motivation has been the subject of numerous studies during recent decades, but this essay will focus on Maslow’s hierarchy of needs theory (Maslow, 1943)[[1]](#footnote-1) and Herzberg’s two-factor theory (Herzberg, 1966)[[2]](#footnote-2).

Figure 1 (Maslow's Hierarchy of Needs)



Their contemporary relevance to the need to motivate employees effectively will be examined critically (Ewen, 1966), given that this can be considered crucial to a firm’s survival in the current economic climate.

# References

Ewen, R. B. (1966). An empirical test of the Herzberg two-factor theory. *Journal of Applied Psychology 50 (6)*, 544 - 550.

Herzberg, F. (1966). *Work and the nature of man.* London: Staples Press.

Maslow, A. (1943). A theory of human motivation. *Psychological Review, 50 (4)*, 370 - 396.

1. Journal article [↑](#footnote-ref-1)
2. Book [↑](#footnote-ref-2)