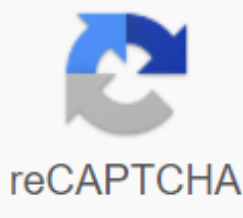




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Explain Maslow's Theory Of Motivation In Detail. Maslow's Need Hierarchy Theory of Motivation! Abraham Maslow's motivation theory is based on the human needs. These needs are classified into a sequential hierarchy from the lower to higher order as five need clusters as shown in the following Figure 10.2: The above five need-clusters are now discussed in seriatim: 1. Physiological Needs: These needs are of the lowest-order and most basic needs of human beings. These involve satisfying fundamental biological drives, such as the need for food, air, water, cloth, and shelter generally expressed in the names of roti, kapada aur makan. These needs exert tremendous influence on human behaviour. Entrepreneur also being a human being has to meet his physiological needs for survival. Hence, he / she is motivated to work in the enterprise to have economic rewards to meet his / her basic needs. 2. Safety and Security Needs: The second level of need in Maslow's hierarchy is emerged once physiological needs are met. Safety needs involve the need for a secure environment, free from threats of physical and psychological harm. These needs find expression in such desires as economic security and protection from physical dangers. Meeting these needs requires more money and, hence, the entrepreneur is prompted to work more in his/ her entrepreneurial pursuit. Like physical needs, these become inactive once they are also satisfied. 3. Social Needs: Man is social animal. These needs, therefore, refer to belongingness or affiliation. All individuals want to be recognized and accepted by others. Likewise, an entrepreneur is motivated to interact with fellow entrepreneurs, his employees, and others. 4. Esteem Needs: These needs refer to self-esteem and self-respect. These include such needs that indicate self-confidence, achievement, competence, knowledge, and independence. In case of entrepreneurs, the ownership and self-control over enterprise satisfies their esteem needs by providing them status, respect, reputation, and independence. 5. Self-Actualization: The final step under the need hierarchy model is the need for self-actualization. This refers to self-fulfillment. The term 'self-actualization' was coined by Kurt Goldstein and means to become actualized in what one is potentially good. An entrepreneur may achieve self-actualization in being a successful entrepreneur. In Maslow's above need hierarchy theory, human needs are arranged in a lowest to the highest order. The second need does not dominate unless the first is reasonably satisfied and the third need does not dominate until the first two needs have been reasonably satisfied. This process goes on till the last need. This is because man is never satisfied. If one need is satisfied, another need arises. Once a need is satisfied, it ceases to be a motivating factor. For entrepreneurs, it is mainly social, esteem, and self-actualization needs which motivate them to work more and more for satisfying them. Theory in psychology Maslow's hierarchy of needs, represented as a pyramid with the more basic needs at the bottom[1] Maslow's hierarchy of needs is a theory in psychology proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation" in Psychological Review.[2] Maslow subsequently extended the idea to include his observations of humans' innate curiosity. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. He then decided to create a classification system which reflected the universal needs of society as its base and then proceeding to more acquired emotions.[3] Maslow's hierarchy of needs is used to study how humans intrinsically partake in behavioral motivation. Maslow used the terms "physiological", "safety", "belonging and love", "social needs" or "esteem", and "self-actualization" to describe the pattern through which human motivations generally move. This means that in order for motivation to arise at the next stage, each stage must be satisfied within the individual themselves. Additionally, this theory is a main base in knowing how effort and motivation are correlated when discussing human behavior. Each of these individual levels contains a certain amount of internal sensation that must be met in order for an individual to complete their hierarchy.[3] The goal in Maslow's theory is to attain the fifth level or stage: self-actualization.[4] Maslow's theory was fully expressed in his 1954 book Motivation and Personality.[5] The hierarchy remains a very popular framework in sociology research, management training[6] and secondary and higher psychology instruction. Maslow's classification hierarchy has been revised over time. The original hierarchy states that a lower level must be completely satisfied and fulfilled before moving onto a higher pursuit. However, today scholars prefer to think of these levels as continuously overlapping each other.[3] This means that the lower levels may take precedence back over the other levels at any point in time. Hierarchy Alternative illustration as a dynamic hierarchy of needs with overlaps of different needs at the same time Maslow's Hierarchy of Needs Maslow's hierarchy of needs is often portrayed in the shape of a pyramid with the largest, most fundamental needs at the bottom and the need for self-actualization and transcendence at the top. In other words, the theory is that individuals' most basic needs must be met before they become motivated to achieve higher level needs.[1][7] The most fundamental and basic four layers of the pyramid contain what Maslow called "deficiency needs" or "d-needs": esteem, friendship and love, security, and physical needs. If these "deficiency needs" are not met – with the exception of the most fundamental (physiological) need – there may not be a physical indication, but the individual will feel anxious and tense. Maslow's theory suggests that the most basic level of needs must be met before the individual will strongly desire (or focus motivation upon) the secondary or higher level needs. Maslow also coined the term "metamotivation" to describe the motivation of people who go beyond the scope of the basic needs and strive for constant betterment.[8] The human brain is a complex system and has parallel processes running at the same time, thus many different motivations from various levels of Maslow's hierarchy can occur at the same time. Maslow spoke clearly about these levels and their satisfaction in terms such as "relative", "general", and "primarily". Instead of stating that the individual focuses on a certain need at any given time, Maslow stated that a certain need "dominates" the human organism.[5] Thus Maslow acknowledged the likelihood that the different levels of motivation could occur at any time in the human mind, but he focused on identifying the basic types of motivation and the order in which they would tend to be met. Physiological needs Physiological need is a concept that was derived to explain and cultivate the foundation for motivation. This concept is the main physical requirement for human survival. This means that Physiological needs are universal human needs. Physiological needs are considered in internal motivation according to Maslow's hierarchy of needs. This theory states that humans are compelled to fulfill these physiological needs first in order to pursue intrinsic satisfaction on a higher level.[3] If these needs are not achieved, it leads to an increase in displeasure within an individual. In return, when individuals feel this increase in displeasure, the motivation to decrease these discrepancies increases.[3] Physiological needs can be defined as both traits and a state.[3] Physiological needs as traits allude to long-term, unchanging demands that are required of basic human life. Physiological needs as a state allude to the unpleasant decrease in pleasure and the increase for an incentive to fulfill a necessity.[3] In order to pursue intrinsic motivation higher up Maslow's hierarchy, Physiological needs must be met first. This means that if a human is struggling to meet their physiological needs, then they are unlikely to intrinsically pursue safety, belongingness, esteem, and self-actualization. Physiological needs include: Homeostasis Health Food Water Sleep Clothes Shelter[9] Safety needs Once a person's physiological needs are relatively satisfied, their safety needs take precedence and dominate behavior. In the absence of physical safety – due to war, natural disaster, family violence, childhood abuse, institutional racism etc. – people may (re-)experience post-traumatic stress disorder or transgenerational trauma. In the absence of economic safety – due to an economic crisis and lack of work opportunities – these safety needs manifest themselves in ways such as a preference for job security, grievance procedures for protecting the individual from unilateral authority, savings accounts, insurance policies, disability accommodations, etc. This level is more likely to predominate in children as they generally have a greater need to feel safe. Safety and security needs are about keeping us safe from harm. These include shelter, job security, health, and safe environments. If a person does not feel safe in an environment, they will seek to find safety before they attempt to meet any higher level of survival, but the need for safety is not as important as basic physiological needs. Safety and Security needs include: Personal security Emotional security Financial security Health and well-being Safety needs against accidents/illness and their adverse impacts Social belonging After physiological and safety needs are fulfilled, the third level of human needs are seen to be interpersonal and involves feelings of belongingness. This need is especially strong in childhood and it can override the need for safety as witnessed in children who cling to abusive parents. Deficiencies within this level of Maslow's hierarchy – due to hospitalism, neglect, shunning, ostracism, etc. – can adversely affect the individual's ability to form and maintain emotionally significant relationships in general. Social Belonging needs include: Friendships Intimacy Family According to Maslow, humans need to feel a sense of belonging and acceptance among social groups, regardless of whether these groups are large or small. For example, some large social groups may include clubs, co-workers, religious groups, professional organizations, sports teams, gangs, and online communities. Some examples of small social connections include family members, intimate partners, mentors, colleagues, and confidants. Humans need to love and be loved – both sexually and non-sexually – by others.[2] Many people become susceptible to loneliness, social anxiety, and clinical depression in the absence of this love or belonging element. This need for belonging may overcome the physiological and security needs, depending on the strength of the peer pressure. Self-esteem Esteem needs are ego needs or status needs. People develop a concern with getting recognition, status, importance, and respect from others. Most humans have a need to feel respected; this includes the need to have self-esteem and self-respect. Esteem presents the typical human desire to be accepted and valued by others. People often engage in a profession or hobby to gain recognition. These activities give the person a sense of contribution or value. Low self-esteem or an inferiority complex may result from imbalances during this level in the hierarchy. People with low self-esteem often need respect from others; they may feel the need to seek fame or glory. However, fame or glory will not help the person to build their self-esteem until they accept who they are internally. Psychological imbalances such as depression can distract the person from obtaining a higher level of self-esteem. Most people have a need for stable self-respect and self-esteem. Maslow noted two versions of esteem needs: a "lower" version and a "higher" version. The "lower" version of esteem is the need for respect from others. This may include a need for status, recognition, fame, prestige, and attention. The "higher" version manifests itself as the need for self-respect. For example, the person may have a need for strength, competence,[3] mastery, self-confidence, independence, and freedom. This "higher" version takes guidelines, the "hierarchies are interrelated rather than sharply separated".[5] This means that esteem and the subsequent levels are not strictly separated; instead, the levels are closely related. Self-actualization Main article: Self-actualization "What a man can be, he must be."[5]:91 This quotation forms the basis of the perceived need for self-actualization. This level of need refers to the realization of one's full potential. Maslow describes this as the desire to accomplish everything that one can, to become the most that one can be.[5]:92 Individuals perceive or focus on this need very specifically. People may have a strong, particular desire to become an ideal parent, succeed athletically, or create paintings, pictures, or inventions.[5]:93 Maslow believed that to understand this level of need, the person must not only succeed in the previous needs but master them. Self-actualization can be described as a value-based system when discussing its role in motivation; self-actualization is understood as the goal-or explicit motive, and the previous stages in Maslow's Hierarchy fall in line to become the step-by-step process by which self-actualization is achievable; an explicit motive is the objective of a reward-based system that is used to intrinsically drive completion of certain values or goals.[3] Individuals who are motivated to pursue this goal seek and understand how their needs, relationships, and sense of self are expressed through their behavior. Self-actualization can include:[3] Partner Acquisition Parenting Utilizing & Developing Abilities Utilizing & Developing Talents Pursuing goals Transcendence Main articles: Transcendence (philosophy) and Transcendence (religion) In his later years, Abraham Maslow explored a further dimension of motivation, while criticizing his original vision of self-actualization.[10][11][12][13] By this later theory, one finds the fullest realization in giving oneself to something beyond oneself—for example, in altruism or spirituality. He equated this with the desire to reach the infinite.[14] "Transcendence refers to the very highest and most inclusive or holistic levels of human consciousness, behaving and relating, as ends rather than means, to oneself, to significant others, to human beings in general, to other species, to nature, and to the cosmos" (Farther Reaches of Human Nature, New York 1971, p. 269). Research Recent research appears to validate the existence of universal human needs, although the hierarchy proposed by Maslow is called into question.[15][16] Following World War II, the unmet needs of homeless and orphaned children presented difficulties that were often addressed with the help of attachment theory, which was initially based on Maslow and others' developmental psychology work by John Bowlby.[17] Originally dealing primarily with maternal deprivation and concordant losses of essential and primal needs, attachment theory has since been extended to provide explanations of nearly all the human needs in Maslow's hierarchy, from sustenance and mating to group membership and justice.[18] Criticism Unlike most scientific theories, Maslow's hierarchy of needs has widespread influence outside academia. As Uriel Abulof argues, "The continued resonance of Maslow's theory in popular imagination, however unscientific it may seem, is possibly the single most telling evidence of its significance: it explains human nature as something that most humans immediately recognize in themselves and others."[19] Still, academically, Maslow's theory is heavily contested. Methodology Maslow studied what he called the master race of people such as Albert Einstein, Jane Addams, Eleanor Roosevelt, and Frederick Douglass rather than mentally ill or neurotic people, writing that "the study of crippled, stunted, immature, and unhealthy specimens can yield only a cripple psychology and a cripple philosophy."[5]:236 Maslow studied the healthiest 1% of the college student population.[20] Ranking Global ranking In their extensive review of research based on Maslow's theory, Wahba and Bridwell found little evidence for the ranking of needs that Maslow described or for the existence of a definite hierarchy at all.[21] The order in which the hierarchy is arranged has been criticized as being ethnocentric by Geert Hofstede.[22] Maslow's hierarchy of needs fails to illustrate and expand upon the difference between the social and intellectual needs of those raised in individualistic societies and those raised in collectivist societies. The needs and drives of those in individualistic societies tend to be more self-centered than those in collectivist societies, focusing on improvement of the self, with self-actualization being the apex of self-improvement. In collectivist societies, the needs of acceptance and community will outweigh the needs for freedom and individuality.[23] Ranking of sex The position and value of sex on the pyramid has also been a source of criticism regarding Maslow's hierarchy. Maslow's hierarchy places sex in the physiological needs category along with food and breathing; it lists sex solely from an individualistic perspective. For example, sex is placed with other physiological needs which must be satisfied before a person considers "higher" levels of motivation. Some critics feel this placement of sex neglects the emotional, familial, and evolutionary implications of sex within the community, although others point out that this is true of all of the basic needs.[24][25] Changes to the hierarchy by circumstance The higher-order (self-esteem and self-actualization) and lower-order (physiological, safety, and love) needs classification of Maslow's hierarchy of needs is not universal and may vary across cultures due to individual differences and availability of resources in the region or geopolitical entity/country. In one study,[26] exploratory factor analysis (EFA) of a thirteen item scale showed there were two particularly important levels of needs in the US during the peacetime of 1993 to 1994: survival (physiological and safety) and psychological (love, self-esteem, and self-actualization). In 1991, a retrospective peacetime measure was established and collected during the Persian Gulf War and US citizens were asked to recall the importance of needs from the previous year. Once again, only two levels of needs were identified; therefore, people have the ability and competence to recall and estimate the importance of needs. For citizens in the Middle East (Egypt and Saudi Arabia), three levels of needs regarding importance and satisfaction surfaced during the 1990 retrospective peacetime. These three levels were completely different from those of the US citizens. Changes regarding the importance and satisfaction of needs from the retrospective peacetime to the wartime due to stress varied significantly across cultures (the US vs. the Middle East). For the US citizens, there was only one level of needs since all needs were considered equally important. With regards to satisfaction of needs during the war, in the US there were three levels: physiological needs, safety needs, and psychological needs (social, self-esteem, and self-actualization). During the war, the satisfaction of physiological needs and safety needs were separated into two independent needs while during peacetime, they were combined as one. For the people of the Middle East, the satisfaction of needs changed from three levels to two during wartime.[27][28] A 1981 study looked at how Maslow's hierarchy might vary across age groups.[29] A survey asked participants of varying ages to rate a set number of statements from most important to least important. The researchers found that children had higher physical need scores than the other groups, the love need emerged from childhood to young adulthood, the esteem need was highest among the adolescent group, young adults had the highest self-actualization level, and old age had the highest level of security, it was needed across all levels comparably. The authors argued that this suggested Maslow's hierarchy may be limited as a theory for developmental sequence since the sequence of the love need and the self-esteem need should be reversed according to age. Definition of terms Self-actualization The term "self-actualization" may not universally convey Maslow's observations; this motivation refers to focusing on becoming the best person that one can possibly strive for in the service of both the self and others.[5][non-primary source needed] Maslow's term of self-actualization might not properly portray the full extent of this level; quite often, when a person is at the level of self-actualization, much of what they accomplish in general may benefit others, or "the greater good".[original research?] Human or non-human needs Abulof argues that while Maslow stresses that "motivation theory must be anthropocentric rather than animalcentric," his theory erects a largely animalistic pyramid, crowned with a human edge: "Man's higher nature rests upon man's lower nature, needing it as a foundation and collapsing without this foundation... Our godlike qualities rest upon and need our animal qualities." Abulof notes that "all animals seek survival and safety, and many animals, especially mammals, also invest efforts to belong and gain esteem... The first four of Maslow's classical five rungs feature nothing exceptionally human." [30] Even when it comes to "self-actualization," Abulof argues, it is unclear how distinctively human is the actualizing "self." After all, the latter, according to Maslow, constitutes "an inner, more biological, more instinctoid core of human nature," thus "the search for one's own intrinsic, authentic values" checks the human freedom of choice: "A musician must make music," so freedom is limited to merely the choice of instrument.[30] See also ERG theory, which further expands and explains Maslow's theory Fundamental human needs, Manfred Max-Neef's model Functional prerequisites Human gives a theory in psychotherapy on the nature of human beings Need theory Positive disintegration First World problem reflects on trivial concerns in the context of more pressing needs. References ^ a b Maslow's Hierarchy of Needs[dead link] ^ a b Maslow, A.H. (1943). "A theory of human motivation". Psychological Review. 50 (4): 370–96. CiteSeerX 10.1.1.334.7586. doi:10.1037/h0054346 – via psychclassics.yorku.ca. ^ a b c d e f g h i j Deckers, Lambert (2018). Motivation: Biological, Psychological, and Environmental. 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He believed that there was a hierarchy of needs such that if the lower, more basic needs were not met ... Maslow's Hierarchy of Needs Theory. One of the most popular needs theories is Abraham Maslow's hierarchy of needs theory.Maslow proposed that motivation is the result of a person's attempt at ... The Maslow motivation theory is one of the best known and most influential theories on workplace motivation. Psychologist Abraham Maslow first developed his famous theory of individual development and motivation in the 1940's. He suggested that human beings have a hierarchy of needs. That is, that all humans act in a way which will address ... Theories of Motivation Definition: There are several Theories of Motivation that are developed to explain the concept of "Motivation". The motivation is a drive that forces an individual to work in a certain way. It is the energy that pushes us to work hard to accomplish the goals, even if ... ADVERTISEMENTS: Some of the most important theories of motivation are as follows: 1. Maslow's Need Hierarchy Theory 2. Herzberg's Motivation Hygiene Theory 3. McClelland's Need Theory 4. McGregor's Participation Theory 5. Urwick's Theory Z 6. Argyris's Theory 7. Vroom's Expectancy Theory 8. Porter and Lawler's Expectancy Theory. explain maslow's need hierarchy theory of motivation in detail, explain maslow's theory of motivation



