

Motivation of academic staff

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Abstract

Purpose of the article is to study the multitude of motivation theories, the application of various models (as developed by author), the complex of actions necessary to ensure improvement of the motivation system for academic staff, and how to select and apply the appropriate motivation model within one of the private universities of Georgia. The current research concerns one of the main managerial functions - motivation, and methods of its application within the working environment of the university. Research has been conducted into the essence of motivation and its theories, and we are provided an opportunity to understand its regularities and patterns of impact on the working process. This study aims to distinguish priority factors of motivation applicable for enabling academic staff's effective work and professional development. In order to achieve this aim we need to study and analyse literature, conduct research into the work motivation of a university's academic staff, and reveal the primary elements of these. Recommendations will then be prepared on the appropriate methods of motivation applicable for the university.

Methodology/Methods Methodology includes literature review and the distribution of a questionnaire to the university's academic staff.

Scientific aim is the determination of the most important motivation factors for academic staff and their application within the university's overall staff motivation system.

Findings include the determination of priority motivation factors of the university's academic staff.

Conclusions Conclusion formulates theoretical results and practical recommendations for academic staff motivation system improvement. The recommended methods of motivation for academic staff give an opportunity to improve the effectiveness of their professional activity. At the same time it is worth mentioning that an effective system of motivation of academic staff is achieved when the model of motivation includes a complex approach which applies a combination of non-material and material methods of motivation.

Keywords: academic staff, content theories, model of motivation, motivation factor, process theories

JEL Classification: M12

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