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Motivation methods in construction companies' staff

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ABSTRACT

Nowadays, corporations face a lot of difficulties due to economic crisis. Besides the economic difficulties that derive from the economic recession, corporations face the low productivity of their human resources which combined with the ever-increasing cost of labor and operation of an enterprise, leads to a dead-end. An important influence parameter on the productivity of their employees is the application of motivation in companies. For this reason, companies are in a constant pace of seeking new methods and manners through which they would be able to motivate and lead their staff to the best possible productivity. The motivation's application is very intriguing and for getting the required results, it is necessary to have very careful application of specialized methods in the limits of a company's operation. In the limits of the continuously demanding requirements and changes in contemporary companies, the realization of their goals seems even harder and creates the need of the application of new strategies and methods. This thesis investigates the motivation factor that constitutes the process of encouraging a person to take action in order to achieve a desired goal and motivating factors which are an issue that has greatly preoccupied managers and the theoretical scientific area of business administration. For this reason in the study, classical approaches of administration such as Maslow's theories, Herzberg, McClelland, Vroom, etc. are presented by their historical development and their theoretical analysis. The aim of motivation is companies' staff and, moreover, their morale boost. When an employee's morale in a company or an organization is high, then that employee loves his/her work and has an inner desire to cooperate with all employees of the company or organization to achieve common objectives. The thesis is an attempt to approach the way employees can be motivated by presenting some systems that strengthen the morale of employees. Lastly, in the limits of the present thesis, a questionnaire study was conducted on technical companies in Greece and the results derived are presented and properly analyzed.

KEYWORDS

motivation, incentive, encouragement, questionnaire