

DOES MOTIVATING FACTORS WOULD PERFORM THE PUBLIC SECTOR EMPLOYEES: NEED OF THE HOUR

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ABSTRACT

The motivating factors and tactics for public sector that has revealed different approaches to work motivation and a variety of recommended motivational factors. Public Sector Motivation focuses on “motives and action in the public domain that are intended to do good for others and shape the well-being of society and also that public sector employees are motivated by their own self-interests, and thus their behavior should be controlled by extrinsic incentives. Thus motivating factors and tools of tactics are playing an important role in public sector to mould for achievable good results in any public sectors companies. However, the tactics were cleared showed that impact on motivation of public sector employees particularly in India. This paper clearly showed that PSM approach to motivate the employees by using the various types of tactics helped to motivating public sector employees.

KEYWORDS: Motivating, Factors, Tactics, Public Sector Employees, Self-Interests