

**IDENTIFICATION OF MANAGERIAL STRATEGIES THAT ARE USED TO  
INCREASE EMPLOYEES' MOTIVATION BY MANAGERS OF BUSINESS AT  
SUHAREKA MUNICIPALITY**

**Ba.sc Fatos turkaj**  
Faculty of Economics  
Kosovo

**Ma.sc. Zymer Tafaj**  
Faculty of Economics  
Kosovo

**Ma.sc. Nderim Ahmeti**  
Faculty of Security Science  
Kosovo

**ABSTRACT**

This paper elaborates topic about identification of managerial strategies that are used to increase employees' motivation by managers of businesses at Suhareka Municipality. Tough and dynamic way of doing business requires from businesses to have employees prepared and motivated, to apply their skills in practice, in order for business to survive and develop in front of great ruthless competition. Main purpose of this paper is reflection of strategies that managers use to increase motivation of employees and to present attitude of employees about the manner and forms of motivation, so to compare attitude of managers and employees. During research work quantitative methods applies, and two surveys have been drafted and surveyed 20 managers and 40 employees, and are presented also managerial strategies of motivation at these businesses. Paper consist of two parts, theoretical part that explains theoretical aspect of motivation and it is based on secondary and tertiary data, by using deductive method, whereas at second part it is used inductive method and it is based on data collected in the field through survey, from where we reach to the conclusions and recommendations, so theories get created about manner and forms of motivation. As a main finding is that managers at this municipality use salary as a main form of motivation and that they prefer more negative reinforcements behavior that are punishments than the positive ones that are rewards. Whereas as recommendation is that managers of businesses at this municipality should start to use other motivational strategies like employees' participation because this affect at raising productivity.

**Keywords:** Motivation, business, managers, employees.