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ENTREPRENEURSHIP AND MOTIVATION, THEORIES OF MOTIVATION

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ABSTRACT

Entrepreneurship can be described as a process that an entrepreneur takes action to create his own company. Entrepreneurship is a creative activity. It is the ability to create and build something from virtually nothing; is the ability to sniff opportunity where others see contradictions, chaos and confusion. To successfully realize their business ventures should develop performance management of the workers, who as the process involves activity that ensures the realization of the objectives effectively and efficiently. Performance management can focus on performance of the company, every department in the process of building a product or service, to employees, etc. In this scientific paper among others will discuss the motivation which in essence, is art that makes people want to do certain actions because of their desire or because the one thing they see as a benefit. In fact, the motivation in the workplace is related to salary. But substantially, it is proven that salary is not the only motive, and sometimes not at all not acting as such.

Keywords: Motivation, takeovers, performance, success, theory.

ENTREPRENEURSHIP AND BASIC CONCEPTS

Alfred Marshall (1890), was the first researcher to recognize the importance of entrepreneurship as an economic factor. In his famous treatise "Principles of Economy", Marshall claims to have redesigned the four factors of production which until then were: land, labor, capital and organization, replacing the latter with entrepreneurship¹.

Entrepreneurship can be described as a process that an entrepreneur takes action to create his own company. Entrepreneurship is a creative activity. It is the ability to create and build something from virtually nothing; is the ability to sniff opportunity where others see contradictions, chaos and confusion. Entrepreneurship is related to the ability and willingness to undertake the design, organization and management of a productive activity, despite potential risks in order to gain. Where Cantillon (1725) describes entrepreneurship as Entrepreneur is a person who pays a fixed price for a product to resell it at a price insecure, taking thus decisions on the provision and use of resources and consequently recognizing the risk of entrepreneurship. According to Gibb (1998), it integrates key skills essential to the enterprise with the ability to deal with the real world of entrepreneurship. Entrepreneurs should be able to live with the daily uncertainty and even to enjoy this situation. An entrepreneur needs to develop entrepreneurial behavior and personal characteristics, interact with business and learn from the best practices of doing business. In literature describing business processes can be found many definitions of entrepreneurship. The earliest definition of entrepreneurship, dating from the eighteenth century, focused on its description as an economic process which bears the risk of certain purchase prices and sales prices uncertain. Later, the term expanded to include the concept of entrepreneurship to the factors of production and by doing so three to four such (land, labor, capital and entrepreneurship). This

¹ Origjina e fjalës sipërmarrës rrjedh nga frëngjishtja "entreprende" që ka kuptimin e dikujt që ndërmerr diçka ose i cili është një "shko ndërmjet".

definition led others to question whether the undertaking had a unique feature or it was simply a form of management. Recently, in determining the enterprise concept of innovation was added. Inventions and innovations can thrive in many categories: process innovation, market innovation, product innovation, organizational innovation and novelty factor. The most recent definitions described entrepreneurship as involvement in the creation of new enterprises, and entrepreneur as founder. Entrepreneurship as a key competence includes creativity, innovation and risk taking and the ability to plan and manage projects in order to achieve objectives. It is important to understand that entrepreneurship is not only an economic category and should not be linked solely to the topic of the foundation of existence. Besides the traditional functions, such as planning, organization, management and control, a small business face new management challenges. This becomes more pronounced in the case of national and international networks of businesses, where an enterprise plays a subcontractor or supplier has the exclusivity of a large corporation. In order to be able to operate successfully in new structures and business networks associated with them, the entrepreneur - the manager of modern business must develop new competencies as (Marsela Robo Andrea Xhavera, 2012) are: having an international perspective and observation of possible implications, opportunities and threats in a global business environment; Understanding the chain of production and network perimeter ventures or signals to market changes and new technical trends.

According to Tolentino (1998), this is why the creation of a team is so important for a beginner entrepreneur. Delegating responsibilities to a team of staff or external advisers enables entrepreneurs to focus on its core competencies, but also opens ways to improve the effectiveness and generating creative ideas in the management process. From where next elaboration MATERIS will concentrate on the perception of the enterprise's view of the business organization which represents employees motivation epicenter of success and progress

Performance Management (PM) related to answer the question "How to influence the improvement of the results at work"? And it includes activities that ensure the realization of the objectives effectively and efficiently. Performance management can focus on performance of the company, every department in the process of building a product or service, to employees, etc. MP is a process closely related to human resource management and the granting of the higher results from people and capacities available. However MP is not limited to human resources, but an integrated approach for how to use the resources available to the organization. Performance management at work can be defined as a systematic process for improving the performance of a company, through a better organization of work with individuals and workgroups. It is a way by which organizations, workgroups and individuals achieve higher results at work, by understanding and managing them within a platform of clear goals, standards and competencies. Processes that it includes also a complete understanding on what must reach the company; also require commitment and motivation of employees, so that they tëarrijnë as long-term and short-term objectives. HR Assessment is a process that happens constantly in the organization, consciously or not. When appreciate something, trying to determine the value, usefulness and the extent to which unfolded qualities. The term knowledge and understand performance of the employee's ability to understand and effectively perform the work, analyzing and synthesizing knowledge on the issues, as well as experience and other characteristics. Performance is measured and done.

Evaluate performance management is a very important process in the process of MRNJ therefore should be given importance. This process begins with the assessment of the performance of HR in the organization and performance depends on the outcome of the estimated earlier. Since this process can proceed in different directions. In actual practice for a number of reasons and formal evaluation programs performance sometimes lead to disappointing results. The causes of these results may be the lack of information and support of high-level management, vague standard for performance, inaccuracies assessors, very large number of forms to be completed and the use of software for the opposite purpose. Performance evaluation is done once a year and interviews to become a source of friction rating for managers and employees. An important principle is that the evaluation of performance feedback - constant and counseling of employees should be a positive day activity.

An annual or six monthly assessment of performance should be a mere continuation of the process logic of daily supervision.

Motivation concept and system

The term "motivation" means "encouragement" or "incentive (<http://tdkterim.Gov.Tr/BTS/>, access: 11.10.2012). The incentive or motivation is defined as a driving force that determines individuals movement (Mesco, Bovee and Thill, 1999, p. 258). Motivation is referred to as any attempt to establish an individual or individuals in action for a particular purpose. As stated by Eren, what makes a person take an action and lead them is their thoughts, beliefs, needs and fears (Mesco, 1999).

Pinder (1998) describes motivation as 'a group of forces the energetic originating both inside and outside of being an individual, to initiate behavior related to work, and to determine its shape, direction, intensity and duration'. Lundberg (2009) Gudmundson (2009) Andersson (2009) Motivation has two important characteristics as a form of energy that drives and defines human behavior. First, motivation is a form of energy that drives people to behave in a certain way. Second, the motivation is effective in the adaptation into goals. The common point in these definitions is that motivation influences individual behavior and it encourages individuals to take action in a certain conclusion. Motivation as a term can be expressed as "an individual's exposure to various factors effective forward in order to ensure that he / she acts in a different way." In accordance with the provisions mentioned, it can be concluded that the motivation is composed of Simsek (2001) Akgemci (2001) and Steel (2001)

- The needs and expectations,
- behavior,
- Goals,
- Feedback.

In essence, the motivation is art that makes people want to do certain actions because of their desire or because the one thing they see as a benefit. In fact, the motivation in the workplace is related to salary. But substantially, it is proven that salary is not the only motive, and sometimes not at all not acting as such. Motivation has to do with creating an environment where people:

- They are involved in planning, performing and achieving goals themselves, customers and organization.
- Have good relationships with managers and want to know what they want to achieve in the workplace.

- Feel powerful and "useful" to make changes, reach potential and provide excellent service.
- Feel the pleasure and opportunity to enhance their role and themselves.
- recognized and rewarded for their efforts to achieve success for the organization.

However it is clear that "health factors" influence the motivation needs to be effective in the country and work. For example it takes place emphasis on creating an atmosphere to work in a creative, powerful and ensure workers wages on time. Tourist organizations need to aim to understand their people as much as possible and get the best from them. Meeting the needs of individuals - giving them ownership and power in making decisions -as and ensures that business needs are met. The main motivating factors are: economic factors (money), the participation of employees, labor restructuring, reduction of the working week, flexible schedule and division of labor day. Herzberg, Mausner, Peterson, and Capwell (1957) indicate that the salary ranked sixth in a classification made in terms of importance. After pay other elements listed are: safety at work, evaluation and the company where employees are engaged. When it comes to the factors I want to emphasize Herzbergut, which makes a fairly thorough on the concept of satisfaction or non-workers as a reference point the motivation which says that the opposite of "satisfaction" is "not fun" and the opposite of "discontent "is" not dissatisfied ".

The role of the manager is to motivate people. Cycle management is a continuous process - managers plan and organize work. And they, in cooperation with people, distribute work so that everyone understand and be motivated and satisfied with their work. In this way they will be able to give the best performance with the work. Organization always ensure that managers know their job well and the people who work doing training called the "know yourself and the people who work". They believe that each person is unique in their own way and it depends on a number of factors. Recognition of these factors is the key to achieve the goals of the organization and its employees.

The management process consists of several management functions, according Brech were planning management functions, control, coordination and motivation; organization was not mentioned, but implied involved in planning and coordination. Fayol (1916), defined the functions of management as planning, organization, command (leadership), coordination and control. Nowadays modern management control no longer talks about Fajoli (1916), but leadership and employee motivation. Thus promoting the emergence of the necessary human resources management as the result of theoretical movement of human relations, from the 20th century - of Frederick Taylor (1856-1915). Taylor expansion studied and brought up the theory of the so-called "scientific management", later renamed "Tejlorizëm" ("Taylorism"), the foundation of which stood the effort to improve economic efficiency in the production process. He pointed to one of the most important inputs to the production process - labor, raising the issue of labor productivity. Taylor connected with stimulating motivation of employees has developed the system of payments made aware, under which employees who achieve the standards set forth in a scientific manner, in turn be paid 2. 85 dollars per day, which was significantly more than the reward before putting standard rates by Taylor. Workers have been stimulated and have been able to earn more. Alternatively payments higher and spending lower labor by Taylor were in fact workers first class not only that they were willing to engage fully, but they expressed certain pleasure to work with maximum effort, so that it was the reward for incentive and motivation to accomplish tasks. Of great importance to the traditional theory of scientific management Taylor - it has had a remuneration system based on the rate realized in pieces. Thus scientific opinions related to

increasing the efficiency and productivity of labor, the scientific theory of management, the founder of which is Taylor - of, and have served the authors of many theories of motivation, the motivation to put in place to increase the efficiency in conjunction the reward, covering needs, engaging individuals in realizing the goals etc.

For an organization, motivation is a process that happens by creating an environment to meet their needs, influencing and encouraging them. Everyone has certain needs that have been neglected. Stimulation of these needs results in motivation. Motivation is a driving force for action within an enterprise, it's because motivated individual takes action. As a result of this action need is met. The motivation process begins after defining the needs of an individual. These needs can be psychological or social needs which are neglected at all times. These behaviors leave an impression on the perception of entrepreneurs in line with levels of staff motivation. Not being the only factor, morality is very important in human relations and workers with high morale are the most enthusiastic, cheerful, engaged and productive Mesco (1999), Bovee (1999) Thill (1999). They are workers who are in constant contact with customers, but not the owners or managers of enterprises. Today they are the owners of companies or managers who represent the enterprise or her name, but the workers when faced with a client.

Determinants of motivational system in takeovers

Motivation represents management phase of the process, which is the foundation of the management function, which simultaneously determines the success of management. In other words, the motivation - is the state of the internal causes an individual to behave in a way that enables participants in business life of an enterprise to identify themselves with the objectives of the company and make decisions that are consistent with the objectives set. The success of management is determined, apart from other factors, the ability of managers to influence the behavior of their subordinates, in order to make it more consistent with achieving the objectives of the enterprise and to assist their aspirations individual the objectives of the data. In this sense, it is necessary to constantly employees devote their skills to achieve common goals, which will be available if the employees could recognize their resulting benefits. This assumes that the objectives of the enterprise should be clearly defined,; what it is, and what they should be. It should also be clear that the two verticals, (in terms of objectives superior) and horizontal (in terms of objectives equal) objectives adopted by parts organizational close groups and individuals, and the relationship of popular and effective among performance and rewards for Stevanovic (2000) successful management of employee behavior requires knowledge of some relevant theories of motivation and adequate access to the employee's behavior. Most of these theories can be categorized into two types: content theories and process theories of motivation Malinic (2000).

Theories of Motivation content submit explanations of motivation that emphasize the intrinsic characteristics of people. They focus on the need to understand what people are, rather, employees need and how their needs can be satisfied. Although the identification of all human needs is impossible, several theories have been developed to help managers better understand these needs:

Theory X and Y McGregor - it is the basis of the management strategy based on knowledge of human nature. Douglas McGregor (1957) published his theory of X and Y. "Theory X" includes negative assumptions about people (people do not like the job and have no ambition) and managers who use this theory are "bad", and (2) "Theory Y" presents the assumptions

positive people (people treat work as relieve, they have self - control, movement, responsibility) and managers who use this theory are "good". McGregor works, occupy an important place in the theory of organization and sociological field. Today, many streams of human behavior appear to be based on "Theory Y". If employees are lazy, indifferent, not wanting to take responsibility, are stubborn, not creative, according to the "Theory X", then blame cast simple "human nature", while "Theory Y" presupposes that the causes lie in methods of organizing and control that applies leader. McGregor his research gathered in the work "human side of enterprise" (1960). This book made a profound impact on American management. He did not suggest any specific course of action to managers as well as the need for reorientation not appointed principal of the management philosophy. .

The theory of the hierarchy of needs developed by Abraham Maslow who says that human being has five basic needs that could go in a hierarchy of importance - the order in which individuals generally try to enjoy: physiological needs, safety, social needs, needs for honor and esteem, and the needs of self - actualization.

Maslow's Hierarchy - it needs:

Self - fulfillment; finally, this is what Maslow called self - application to achieve the goal,

Status; Higher orders can be met. The first is the status - people need to feel valued for what they are

Society; when people feel safe seeking associate and social activities

Security; When these needs are met, people want to be safe. At work it means to have a safe place to work and a steady income. Initially people should meet the needs of survivors, raise or earn enough money to buy food and clothing. Organizations must think that motivation is important to create a balance between the needs and wishes of the company and certain individuals.

'I want'; this refers to individuals what they want from life professionally (job). Is elaborated in discussion "Know the people" between the manager and his employees. This discussion is significant opportunity for employees to talk about what motivates them, what work do with pleasure and what are their future aspirations. The organization must have in mind that these needs be met by watching all the options, putting them in appropriate tasks and "use their power. Every person aspires separable. For example, an ambitious graduate can have goals and needs separable as part-time work due to children or earlier retirement. These things understood in discussion with the manager. In this way it can manage to be motivated organization with motivated people.

'Organization loves'; when responsibilities and objectives formulated by the manager then will be able to more easily discuss with members of the working team. They also discuss what employees can bring to the job, tasks that can perform and what can be used. It is aware that everyone has different needs and ambitions of Divisible training and developments which enable you to be successful in their duties and work organization. It is used to elaborate such a thing is called DNA tourism and consists of:

Special skills, technical expertise and bring it to the person assigned the task

A person acts based on what is required

Skill non - technical individuals are required to carry out their work (p. Ex. The power of communication)

Organizations should plan to expand and improve these qualities and skills through training to individuals to be able to provide better performance on the task they have. Motivated people, who enjoy their work, encourage family and friends to apply for jobs. In specific

cases when someone brought someone successful organization rewarded with money or other reward

The theory of motivation needs of McClelland; Explanation of human needs is to focus on desires for achievement, power, and belonging that people develop as a result of their life experiences. Theory respects the rule stating that "the right man to be in the right place", which means to balance the characteristics of individuals with characteristics of their work.

The need for power; (power) to the people who wish to have high influence and control. These people always want to have the leading position, are good speakers, and are willing to discuss. They are open, stubborn, ask, do research, and constantly brought to the public.

The need for connectivity;– These properties belong to people with high needs for connection, they feel pleasure if you love or respect others. They try to escape from the pain caused by the case of their departure from the group. As individuals are preoccupied with maintaining good social connections, experience intimate feelings and understanding. They are willing to understand and to help others in difficult cases, so have friendly relationships with other people.

The need for achievement;– They make up to achieve success where both are present concern and fear of failure. Driven by the need to achieve set goals serious individuals but not hopeless. The risk of a realistic look, but understand that they are not gamblers, but I wish prefer analysis and evaluate problems. Assume personal responsibility for realization of the task, so they want to have current information and feedback about their work minimize break, want to work hard, do not care about the great successes, whether they resemble. .

Theory of Herzberg - It is based on the idea of two levels of needs - lower level needs, called hygiene, or factors of maintenance (wages, working conditions, supervision, policy and business management, relationship with supervisors, subordinates and colleagues), and the highest level of needs, called the motivating factors or motivation (achievement opportunity, opportunity recognition, responsibility, advancement, personal growth). According to this model, the hygiene factors are not true motivators, when these factors are an insufficient extent employees tend to be dissatisfied, while the presence of these factors is at a sufficient level employees are simply not disappointed. This theory maintains that the hygiene factors emanating from outside the working nature and serve to meet the needs of low-level, while motivating factors stemming from the intrinsic nature of the work meet the needs of the higher levels.

CONCLUSION

People who start and grow works great need for achievement, and strong, yet very little need for laws. Managers generally have a great need for achievement and power, and less of a connection, but not much more or less entrepreneurial. This author has found many causes of achieving motivation in small companies to the speaker, which is usually highly motivated to achieve, while in large companies the main leader is motivated to achieve an average of more power and connection. Senior managers of the medium are ranked with high achievement motivation, rather than their heads. This is perhaps understandable as the leader came to office, while others want to achieve this progress. People who appreciate high motivation to achieve, progress faster than those who do not appreciate, so that within the company there are managers who wish to realize achievements, therefore the need for achievement is important for people working with case the coordination of the efforts of individuals in collective work.

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