



Motivating the company`s personnel, the essential element for an efficient economic activity

Georgeta FANITA - Universitatea din Craiova

The present survey is a theoretical approach, based on bibliographical aspects about motivating the company`s personnel.

Motivation is an economical problem, but, in the meantime a cultural and civilization one. Under the conditions of the work market fluctuations, the success in human management resources are also conditioned by the way of the human resources are motivated.

For productivity is the result of the company`s members` behavior, their motivating them has a special place in accomplishing the objectives of the company.

Motivational theories are diversified and evolutionary, in accordance with the management attitude towards the human resource.