

# **ROLE OF MOTIVATION IN MANAGEMENT INSTITUTIONS**

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## **ABSTRACT**

Education must transfer from generation to generation which is the core of our culture's accumulated body of knowledge. For this many think that, to believe in an accepted body of knowledge that prioritizes, what is important is to learn and what is not slang, "Is a mark" of elitism and exclusivity. Its importance in educational administration is only beginning to be understood and applied to professional and other adult employees. Teachers motivate learners through a variety of strategies based on understanding of learner's growth and development patterns, individual ability differences, and of internal and external factors that may arouse and sustain the desire to learn more. These general principles may be adapted to adult.

In management institutions, quality has become a necessity. But as the numbers of management institutions are increasing rapidly, the quality is deteriorating. A large number of private institutes and universities have come in to existence within a short span of 10-12 years. As a result, there are many imperfectly run management institutes in the education scenario. There is a strong need of revising the HR policies made for management academicians in various universities and institutes. The Management needs to take initiative to create a congenial and dynamic environment, which can nurture superior quality of worklife and education in management institutions.

**KEYWORDS :** Motivation, Management, Behaviour, Interpersonal