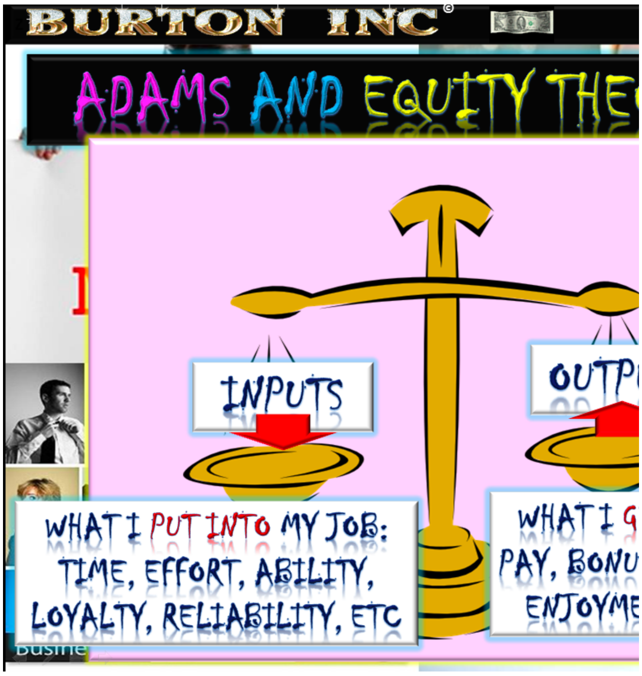
Adams E

ty theory

ries of motivation look at **why** people behave in a certain manner
:ivation can be maintained or stimulated. These theories look at
think about when deciding whether or not to put in the effort to
ask.



EQUITY THEORY

/ of motivation, developed in the early 1960's by J. Stacey Adams,
ıat motivation can be affected through an individual's perception
ıent in social exchanges.

uity Theory people become demotivated, seek change and
t, and/or reduce input whenever they feel their inputs are not
ewarded. Fairness is based on perceived market norms.
nsider the balance or imbalance that currently exists between
ee's inputs and outputs, as follows:

ly include: ılty, Commitment, Ability, Tolerance, Enthusiasm. **ally include:** ewards (such as salary, benefits, perks). that typically include: tion, Reputation, Responsibility, Praise., Job . ıy of these points can't be quantified and perfectly e theory argues that managers should seek to find between the inputs that an employee gives, and ceived. And according to the theory, employees tent where they perceive these to be in balance.	Equity theory has several implications for business managers: • People measure the totals of their inputs and outcomes. Th mother may accept lower monetary compensation in returı working hours. • Different employees ascribe personal values to inputs and c employees of equal experience and qualification performin same pay may have quite different perceptions of the fairn • Employees are able to adjust for purchasing power and loca Thus a teacher from Ibaraki may accept lower compensatio Tokyo if his cost of living is different. • Staff perceptions of inputs and outcomes of themselves anc incorrect, and perceptions need to be managed effectively.

Adams E