



## Case Study: HR

It is assumed that monetary incentives are very strong and widely accepted motivators for the employees, as all one's needs can be satisfied with money. Not only are physical needs of food, clothing and shelter satisfied, but the need for security, social need and other higher level needs are also partially met. However, in some cases, the managers are not in favour of these incentives and they would rather give priority to no-monetary incentives such as greater authority, promotion, recognition, appreciation and self-achievement.

(a). If you are applying for a job in an organization, what would your expectations be in

terms of incentives? Justify your answers with suitable reasons.

(b). Imagine you are the manager of a company. Design an incentive package to

maximize motivation.

(c). Give some relevant examples to justify that monetary incentives alone are not

enough.