

Title: Motivation Techniques Applied In The Construction Industry

Sub-Title: An analysis of motivation techniques applied by international construction organisations on professional staff

Researcher: Conor Henebry

Supervisor: John Carney

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Purpose: The purpose of this dissertation will be to review the literature concerned with motivation techniques applied in the construction industry. The research aims to appraise existing motivation theories and identify techniques used to increase employee motivation. Incentives available to construction professionals in the workplace are investigated as well as analysis of methods used for motivating employees without financial reward. It was hoped to gain an insight and to compare construction organisations views on employee motivation with the employee's views.

Methodology: A thorough and detailed literature review was concluded examining and understanding motivation within the construction industry. Qualitative analysis will be the method adopted in the presentation of the findings. Data was collected by means of questionnaires completed by construction professionals and semi-structured interviews at locations convenient to each interviewee. The participants were senior members of management within their organisations with direct involvement in motivating employees.

Findings: The research found that construction organisations have extensive motivation management plans in place to motivate construction professionals. Motivation theories were investigated and the primary research findings displayed that all the historic theories are still relevant today in the construction workplace. The research identifies the motivational techniques used by the construction organisations. The research also entails the major motivating factors that employees believe formulate job satisfaction, improve productivity and increase employee motivation.

Key Words: Motivation, Incentives, Job Satisfaction, Content Theories, Process Theories.