

A Comparative Study on Employee Motivation and Generation of Knowledge Workers: with Special Reference to Academic Staff of Newly Established National Universities in Sri Lanka

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Organizations need to determine the best way to motivate their workers. This paper discovers and determines motivational factors for Generation X and Generation Y knowledge workers who are employed in newly established National Universities in Sri Lanka. The research intends to find out the motivational difference and variance between the two Generations. Quantitative approach with self-administered questionnaire method was employed for data collection of this study. A total number of 234 respondents selected through Cluster sampling participated in this research. This study reveals that both generations X and Y show some differences in their Growth (Intrinsic) and Hygiene (Extrinsic) motivation factors. However, both generations equally rejected expectancy factors when motivation is done by expectancy factors. It is recommended that organizations should modify their operations and procedures to properly satisfy two different groups of generations.

Keywords: Generation X, Generation Y, Growth Motivation Factors, Hygiene Motivation Factors, Expectancy Factors