



## Role of Motivation in Promoting Self Learning at Higher (Education in India)

### KEYWORDS

Motivation, Behavior, Higher Education, Emerging Economies.

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**ABSTRACT** Every human being has some limited necessities and unlimited wants which (motivate him him) to pursue his motive to fulfill desire. The level of motivation depends on the will power that one has towards his goal. Talking about motivational theories given by various pioneers of management, they have played a good role for understanding and motivating behaviors. In this paper we are going to discuss about the importance of motivation and its application on students enrolled in higher education. This paper is also an attempt to explore and present a new emerging theory of motivation of the present time in a modified way which has been experienced much but explored (less. A) theory which can be more adopted and exercised (by the) youth of developing economies.

### INTRODUCTION

#### View on Motivation-

Generally, the motivation is taken as a goal oriented behavior of any individual but it is more than that. Motivation has been defined in by various authors where few defined it as an urge of individual to perform his behavior towards his goal and other pioneers described that motivation cannot be generated from outside but it is an internal and mental dream in a man to achieve the target. It is a process of building relationship between the individual and his Target. Motivation should not be confused with volition, will power or being optimism because many researches have come with the result which shows that we can influence our own levels of motivation and self-control because it is the deciding element in setting and attaining goals.

#### View on Higher Education-

One of the fastest growing economies like India, the Higher Education System is defined as the education which is obtained after completing 12 years of schooling or after completing 10 years of schooling and is of the duration of at least 3 years. The education may be of the nature of General, Vocational, Professional or Technical education. (India has) the second largest education system in the world (after China).

Figure 1- Indian Higher Education System



Source- <http://work.alberta.ca/images/IMM-FQR-EduChart-India.gif>

### LITERATURE REVIEW

**Ryan and Deci in their original research (1985)** said that the most basic distinction is between intrinsic motivation, which refers to doing something because it is inherently interesting or enjoyable, and extrinsic motivation, which refers to doing something because it leads to a separable outcome.

**Robert Owen's View** about motivation says that people are similar to machines. A machine that is looked after properly, cared for and maintained well, performs efficiently, reliably and lastingly, similarly people are likely to be more efficient if they are taken care of.

**Abraham Maslow's "Need Hierarchy Theory"** is one of the most widely mentioned theories of motivation is the hierarchy of needs theory where human needs are in the form of a hierarchy from physiological needs, security needs, social needs and self-esteem to achieving self-actualization stage.

**"Theory X and Theory Y" of Douglas McGregor** is an integration of assumptions, generalizations and hypothesis relating to human tendencies towards work and organization. McGregor has categorized the human resources and his behavior of motivation in two ways i.e. Theory X that describes pessimistic approach and says No to work and Theory Y that describes optimistic approach and says Yes to work.

**Clayton P. Alderfer's ERG Theory** that simplified Maslow's theory by categorizing hierarchy of needs into three categories: Physiological and Safety needs are merged in **Existence Needs**. Belonging and Social need are named as **Relatedness Needs** and Self-esteem and Self-actualization needs are merged in **Growth Needs**.

### OBJECTIVES OF THE STUDY

- To understand the meaning of motivation, motivational theories (and India) higher education system.
- To explore the use of motivational techniques on groups and individuals behavior.
- To find the application of motivational theories on students enrolled in higher education and analyses the importance of motivation.
- To invite upcoming scholars to pursue for further studies

and contribute new findings.

**METHODOLOGY**

The research is carried out by using fundamental research technique and judgmental in nature by understand experience, ideas, beliefs and values. It is based on secondary data which is sourced from review of past researchers, economists, various national and global agencies, journals, articles, books, websites, e-books and other reports.

**MOVEMENT ANALYSIS OF MOTIVATION**

**Scientific Management View** In ancient time the employees were treated as an input for producing goods and services. The assumptions of scientific management were that work is internally unpleasant for most people and the money they earn is more important to employees than is the nature of the job they are performing.

**Human Relations Movement changed** the above view after the Hawthorne studies which found that employees are not motivated only by money but motivation is linked to employee behavior and their attitudes. The Hawthorne Studies began the human relations approach to management, so the needs and motivation of employees became the primary focus of managers.

**Human resource approach in Present Time** assumes that the motivation theories and its uses have been transforming from time to time. Earlier motivation technique was used to increase productivity by workers (capacity. But)ww as times changed and industrialization took place then employees got involvement in activities

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of organizations and opportunity to participate in the decision making process.

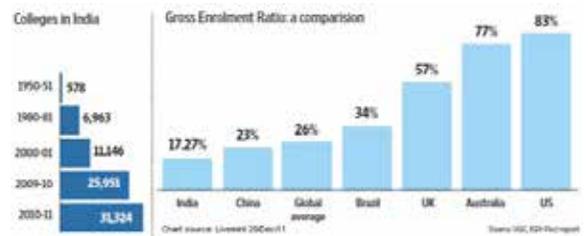
**A LOOK ON HIGHER EDUCATION IN INDIA-**

India’s higher education system is the third largest in the world near to the US and China.

According to “Latest Statistics on Indian Higher Education”. DrEducation.com. (2012-07-17). Indian higher education system has expanded at a fast speed by establishing almost 20,000 colleges and more than 8 lacs students from 2000-01 to 2010-11.

The education sector having 45 Central Universities, 318 State Universities, 185 State Private universities, 129 Deemed to be Universities, 51 Institutions of National Importance producing thousands of researchers and millions of graduate every year.

**Figure 3- INDIAN HIGHER EDUCATION SYSTEM**



Source-<http://www.dreducation.com/2012/06/latest-statistics-indian-higher.html>

**Table 1- HOW MOTIVATION THEORIES WORKS FOR SCHOLARS IN HIGHER EDUCATION**

Theories	Role in the Higher Education
Maslow’s Social Needs	No need of physiological needs or relatedness needs because their existence is already there. Need of motivation starts with Social and Relatedness Needs Represents student’s need of relations with the society and people. Recognition in society and achieve bigger position and gain social and economic status.
McClelland’s Need of Achievement (nAch)	It has a big impact on students enrolled in higher education. Became the primary need because it gives the satisfaction of achievement. Completing higher education and building career in way field of their choice.
Victor Vroom’s Expectancy Theory	Most influencing theories as it describes that what is expected from students and what they are expecting from their career. Expectation influences the behavior and mindset. Student gets motivated by expectations backed from families, friends, guide and themselves. A positive expectation gives positive and optimistic result and sometimes vice-versa.

McGregor's "Theory X and Theory Y

Those students can be categorized as Theory Y (capacity. But) to learn more and take challenges in life.

Those students who are depend on teachers and lecturer, do not want to prepare notes, just want to get degree, grades and percentage does not make any difference to them.

### FAST THEORY OF MOTIVATION AND ITS FIVE STAGE HIERARCHY

#### FAILURE

- Leads to Sadness
- Frustration
- Negativity
- Pressure and
- Pessimist situations



#### ANALYSIS AND OBSERVATION

- Investigation of reasons of failure i.e. lack of proper guidance
- Comparison with others achievement
- Feeling of competition
- Observation from others
- Gaining resources and motivation
- Getting influence by others success and
- Guiding to self that gives improved will power



#### TRIAL AND ERROR

This approach motivates the student to keep on trying until he succeeds.



#### SUCCESS

Following the achievers, work hard, do your right and get success

### CONCLUSION

Each of the writers or theorists has a different aspect that contributes to the understanding the motivation level of students. However, no single theory can exactly be complete and fit for all. The better way to take some new understandings about motivation is to (combine these) entire theories simultaneously in mind and see where understanding is and where gaps are. Despite the highly inefficient delivery of services to public, higher absenteeism of teachers at college and university level and non-teaching activities, still many students stay motivated towards their goal and beat the competitive entrance exams. The tough environment of competition for entering into the Technical and Management institutions is enough to motivate millions of students to achieve (at noticeable) high levels, especially in the areas of science and technology. This shows that the motivation level of students not only depends on education system but on the urge, the desire and the willingness to achieve something in life that keeps on motivating them. Various motivation theories have been very helpful to employees, employers, teacher and students and still many motivation theories and techniques are emerging and been experienced by the student of emerging economies and keep on proving themselves by adopting the tool of motivation.

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