

AUTOMOTIVAREA ȘI REPUTAȚIA / SELF MOTIVATION AND REPUTATION

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Abstract

Motivation is not only a theoretical concept, a purpose in itself; it is and should actually be a precious „instrument”, used more persistently by managers to obtain reputation.. Only this way we can explain the high level of interest from practitioners toward motivation, an exclusively theoretic concept until not long ago.

Keywords: motivation, reputation, working style, motivational optimum.