

# MOTIVATION AS AN IMPACT FACTOR ON ENHANCEMENT OF ORGANIZATIONAL EFFECTIVENESS OF ALBANIAN BUSINESS

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## Abstract

Not with standing the prolonged transition and challenges encountered by the Albanian business after the collapse of communist regime, all organizations and businesses wish to perform successfully in the market and if possible, to have a sustainable economic growth. However, in the current circumstances of globalism and a very strong competition, the technology is advancing at rapid pace, thus generally making the market an unsafe environment. The business organizations would have to make full use of all resources available. It is already a well known fact that human resources or organization personnel constitute a key asset for achieving success. Yet, what makes the employees of a business organization satisfied or motivated to achieve the planned objectives? By this research I will analyze some of the factors influencing the motivation of employees to enhance their performance. Through an empirical and theoretical analysis, the work will identify the link between the motivation of employees and organizational effectiveness and finally the increase of business organization revenues.

**Keywords:** *Motivation, organizational effectiveness, performance, business organization, employee.*