

A research is a course of action of looking for definite solutions to definite questions in an ordered purposeful consistent way. It is applied in varying whether a theory is good or bad by a way of collecting information in a systematic way and analyzing data collected. For the objective of the research to be achieved, all information must be collected in with a clear objective in the head and be done in a systematic way. Depending on type of research being done, quantitative research or qualitative research, methods can be used.

Academically, students carry out research mainly to gain insight into their area of studies and learn study skills. Furthermore, research projects are necessary for degree accreditation and this explains why students do research.

At management level, research is carried out for different reasons namely: (a) improvement of an organization, a research is carried out to identify inefficiencies in the systems for example turnaround time for a particular process, (b) market entry strategy, (c) improve the products and/or service delivery etc. In this paper, we will develop a research proposal on the topic: The value of motivation in relation to properties and construction.

Example: The value of motivation in relation to properties and construction

Introduction

Companies and organizations are entities that perform one or several economic activities including production of commodities as well as the consumption of the raw materials. Companies always have their major aim as maximizing the revenue earned and the minimization of the costs that they incur in the course of production. These are the two major objectives despite there being other objectives. For effective attainment of these organizational objectives, an organization needs to manage its resource (Lam, & Tang, 2002, p. 98).

The work force of an organization is a vital resource in the productivity of an organization. The needs of employees of an organization should always come before other needs because they are the ones who are responsible for productivity and the performance of the company (Watkis, 2004, p. 210). Therefore, the employees of an organization should be motivated by providing for them their important needs. Motivation can be in many forms as discussed in this paper. The application of employee motivation should be in all companies in all industries including the properties and construction industry. Employee motivation methods can include a better remuneration, provision of advanced learning opportunities, improving the working environment and increasing communication within the organization (Ross, 2003).

Objectives of the study

This study is relates the importance and effectiveness of motivation of employees in the properties and construction industry. The study seeks to achieve like evaluate the value of motivation in the properties and construction industry. The study narrows down to: establishing the major forms of motivations that can be used to motivate employees in the properties and construction industry, investigate the relationship that exists between motivation and the performance of construction companies in the properties and construction industry and therefore relating motivation to the performance of organizations in the industry.

Study significance

This research is important given the latest turn of events that led to poor performance of many construction companies in the world. The researcher finds this topic relevant because it will equip the reader with full knowledge of motivating employees of an organization in order to improve the performance of the organization. More over, the study will specifically apply to companies in the construction industry, which has been talked about by a few people.

Literature review

Motivation

Many people engage in many activities just like companies and other organization that transact many transactions in order to maximize their profit margin. The companies and we struggle a lot in achieving the benefits that might come after a long struggle. There are many challenges that will be met on the way but we do not give up. Despite the challenges and the struggles, the big question is “What motivates us or those organizations?” sometimes the going gets very tough but you will find people still going on.

According to Wong, (2000, p. 173), motivation refers to the things or factors that drive a person to do something. Many people do things with expectations of a reward or something good that will come of it. The benefits resulting the performance of an action or doing something can be in form of tangible things or benefits (financial benefits like money) or the outcome can be in form of lose of a job if the job is not done. In addition, there could be other less important benefits to the employee and they motivate the employees in doing whatever he does (Wong, 2000, p. 173).

Motivation methods

An organization should use methods that put the needs of employees at the center and therefore leave the employee satisfied. As argued by Hill, (n.d, p. 5), such methods will reignite the morale of the employee in working in order to receive the given reward (Lawler, 1973). Some of the motivation methods include;

1. Proper resource management: This motivation method ensures that the resources of the organization are well managed. Lam, & Tang, (2000, p. 143) indicates that the employees of an organization are usually left satisfied if the resources o f the organizations are managed well and they will strive to their best in production (Ross, 2005).
2. Life long learning programs: These programs aim at increasing professional skills of employees in the organization. Properties and construction industry is an industry that is transforming daily especially with the advanced technology. It is therefore important to increase and advance the knowledge and skills of employees in the industry because it will not only leave them satisfied and motivated, but the performance of the organization and the industry will also improve (Lvesques, 2007, p. 81).
3. Open door communication: in this motivation approach, the organization in the construction and properties industry will aim at increasing communication within the company (Dulaimi, & Beckingsale, 2001).

Methodology

Methods are the various techniques and approaches that a research can use. A research can use methods such as quantitative or qualitative approaches. It can also take a subjective or objective approach. A quantitative research is that which employs statistical and mathematical tools in the collection and analyzing of data. This method is commonly applied in natural sciences and it is applied in limited studies in social sciences. On the other hand, a qualitative study uses qualitative tools for collecting and analyzing data. This method is mainly used in social sciences (Harvey, 2006, p. 125).

Summary of findings and conclusion

A motivated workforce can take an organization to higher levels. Therefore, there is a need for motivating employees in the properties and construction industry. Employees can be motivated by use of a good compensation package that includes a good remuneration and rewarding system. They can also be motivated by improved working conditions, increased communication within the organization, diverse leadership styles, engaging them in life long learning programs and proper management of the resources of the organization. A motivated workforce can change the performance of an organization from worse to better (Baldoni, 2005, p. 79).

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