

Theory 'Y' (Conclusion)

- 1). Work is as natural as play or rest.
- 2). People are inherently not Lazy . They become that way as a result of experience.
- 3). People will exercise self-direction and self-control in the service of objectives to which they are committed.
- 4). Managerial role is to develop in the potential in employee and help them to release the potential.

3.5 *Victor H Vroom's Expectancy Theory*

OR

Expectancy Model

- 1). Avoidly approach to Motivation is the Victor H Vroom's Expectancy Theory.
- 2). Vroom's explained that Motivation is the product of three factor:-
 - a). How much one want a reward(valence).
 - b). Once estimate of the probability that effort and result in successful performance(Expectancy).
 - c). Once estimate that performance will result in receiving reward (Instrumentality).
- 3). The relationship is stated in the formula:-

$$\text{Valence} \times \text{Expectancy} \times \text{Instrumentality} = \text{Motivation}$$

Valence:-

Valence referred to the strength of a person's performance for receiving a reward.

Ex:- Promotion Pay etc.

Expectancy:-

It is the strength of belief that work related effort will result in completion of tasks.

Ex:- A person selling Magazine/Newspaper door to door for increasing the sales.

Instrumentality:-

It represent the employee belief that reward will be received once the task accomplished.

Ex:- Received the promotion.

Bonus in Salary.