

Employee motivation: level and factors of motivation of non governmental organization's employees in Sri Lanka according to Maslow's hierarchy

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Apart from the Government and the Private Sector the Non-Government Organization sector (NGO) is the next best alternative source of employment in Sri Lanka. With the boom of the NGO's after the Tsunami, thousands of employment opportunities were created in the country both for locals and expatriates. Since this sector attracts employees from a range of skills, it would be interesting to understand the level of employee motivation.

The objective of the study was to identify the level of motivation of the employees of the NGO's in Sri Lanka, and to come up with the necessary recommendations and policy implications to improve the motivation level of those employees. The research considered five NGO categories namely local NGO's, international NGO's, international organizations, cooperatives/societies and United Nations. Within each NGO, five levels of occupational categories were identified, namely expatriates, national consultants, managerial staff, executive staff and support staff.

Research revealed that based on the NGO category, employees of United Nations and international organizations were at higher levels of motivation than others according to the "Maslow's Hierarchy" of needs model. Employees of international NGO's were at a moderate level of motivation where employees in local NGO's and cooperatives/societies were at a lower level. Depending on the occupational categories expatriates and national consultants were at higher levels of motivation, where managerial staffs were moderate and executive staff and the support staffs were at a lower level of motivation. Overall employees were demanding more empowerment, personal and medical schemes, reliable field security, more training and developments and proper leaves system as to improve their motivation in to higher level.

Key words: Non Government Organizations (NGO), Motivation, Maslow's hierarchy, United nations, Expatriates