



FACULTY OF ECONOMICS - MASTER STUDIES
DEPARTEMENT: MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS

THEME:

**MOTIVATION AS SUCCESS FACTOR IN HUMAN RESOURCE
MANAGEMENT - CASE STUDY IN KAI**

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ABSTRACT

This study aims to give a clear description of the concepts and terms of motivation in Kosovo's Agricultural Institute. Taking the essence of literature and publications attempting are made to create a structure to guide a summary about the study. Study of human resources motivation has to do with nature and the regulation of the employment relation and is an area in which a variety of disciplines contribute, especially in the area of human resource management. A skilled staff, supervised and motivated is a prerequisite for the development and well functioning administrations of Human Resource Management in Kosovo's Agricultural Institute. Motivation is a hypothetical construct that is used to explain behavior, it should not be equivalent. Employees are very different from each other and their personal objectives, or in other words what they want to achieve from their being and working in Kosovo's Agricultural Institute is diverse. It is the duty of the manager to identify and understand individual differences and help employees to meet all what they want from the Agricultural Institute of Kosovo. By means of this paper is to clarify how to identify requirements and classify some of them by unified analysis. Is unified analysis a measurement of these characteristics or attributes of products and services, how many accurate results does the unified analysis give according to the data about research.

Keywords: motivation, stress, public administration, human resources, case study in KAI.

CONCLUSION

Factors affecting the growth of labor productivity in the institutions should be considered by the management or by the MAFRD because otherwise there will be problems with competition. The human factor must be considered as a very important human resource, the technology of the work to be more advanced as well as means and conditions in the workplace and a motivation for employees so that he / she to raise the productivity of work and to provide qualitative services and thus affect the growth and development of the institute's productivity in general. The formulated report from the research with conclusions and recommendations from this research project, can serve as a guide for many institutions and enterprises throughout Kosovo which are interested to be informed about the growth of labor productivity in their enterprises. Finally I will advise all entrepreneurs to invest more in people who meet the above criteria, as well as investment in others to achieve the criteria in order to avoid suspicions to their achievement. From this research paper the conclusion is very short and efficient and is dedicated to human resource managers.