

Abstract:**How to Motivate Employees?**

Research Question (RQ): How to motivate employees and keep them motivated?

Purpose: The purpose of this study is to find out what motivates employees and what motivates employees for work.

Method: The results of the questionnaire are graphically presented and described. Random sampling was utilized that included participants from various professional areas and demographic characteristics. The results showed a relationship between individual motivational factors related to education, age and type of employment. All of the questions were closed-type questions except for the last question, which was an open question, in which the respondents answered in their own words. Questions were analyzed using frequency analysis of individual responses. Pearson's Chi-squared test, Spearman's rank correlation and Fisher's Exact test was made using R Commander.

Results: The research findings showed which motivational factors motivate employees the most. These are especially non-material motivational factors, such as good relationships, jobs with challenges, advancement opportunities, clear instructions, good work conditions, company reputation, etc.

Organization: The study will help managers understand their role in motivating employees as well as the types of motivational factors.

Society: The research shows how individuals are motivated.

Originality: Certain motivators in the study are ranked differently than was found in previous literature. Most probably the reason is that the respondents in this study favored intangible motivators (good relations with leadership and their colleagues, good working conditions, etc.).

Limitations/Future Research: The limitation of this study was that the sample included employees of different ages, gender and years of service in various organizations. To enhance the study and to find similar results as in previous literature, more questions should have been asked as well as increasing the sample size.

Keywords: motivation, factors of motivation, motivators, employee, satisfaction, organization.