

### **herzbergs two factor motivation pdf**

The two-factor theory (also known as Herzberg's motivation-hygiene theory and dual-factor theory) states that there are certain factors in the workplace that cause job satisfaction, while a separate set of factors cause dissatisfaction. It was developed by psychologist Frederick Herzberg, who theorized that job satisfaction and job dissatisfaction act independently of each other.

### **Two-factor theory - Wikipedia**

Frederick Irving Herzberg (April 18, 1923 – January 19, 2000) was an American psychologist who became one of the most influential names in business management. He is most famous for introducing job enrichment and the Motivator-Hygiene theory. His 1968 publication "One More Time, How Do You Motivate Employees?" had sold 1.2 million reprints by 1987 and was the most requested article from the ...

### **Frederick Herzberg - Wikipedia**

International Journal of Academic Research in Accounting, Finance and Management Sciences Vol. 4, No.1, January 2014, pp. 293–298 E-ISSN: 2225-8329, P-ISSN: 2308-0337

