

TITLE

**EFFECTS OF PATTERNS OF ORGANISATIONAL
MOTIVATION ON PROFITABILITY**

(NIKE LAKE RESORT HOTEL, ENUGU AND DANNIC HOTELS, ENUGU)

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ABSTRACT

It is often stated that people do not work for the sake of work itself, but with the ultimate hope that they will achieve their individual objectives. It follows therefore, that the keys to motivation is the satisfaction of needs. A worker will be motivated if he feels that the company is helping him to satisfy his own needs. Conversely, if the workers needs are not satisfied, or where no attempt is made to satisfy him, frustration sets in, leading to a host of unfavourable work behaviours.

The purpose of the study is to find out the motivational patters in hotels and to find out if they are profit making or not and to examine the relationship between their patterns of motivations and profitability.

This research commits itself to study the effects of patterns of organizational motivation on profitability. In doing this, Nike Lake Resort Hotel, and Dannic Hotel both in Enugu were used as case studies.

The research findings show that lack of motivation breeds frustration, which manifests itself in apathy, negativism, lack of direction and even aggression.

Based on the above findings, recommendations are made which if properly implemented would make for the needed improvement in the application of motivational incentives with attendant results.