

Abstract from a Business Report (APA Style)

Employee Motivation 2

Abstract

Corporate goals, such as sales quotas or increases in market share, do not always take into account employee motivation. Motivating employees is thus a challenge and an opportunity for firms that want to outperform their competitors. For a firm to achieve its goals, its employees must be motivated to perform effectively.

Empirical research conducted with employees of a subject firm, OAISYS, echoed theories published by leading authorities in journals, books, and online reports. These theories argue that monetary incentives are not the primary drivers for employee motivation. Clear expectations, communication of progress toward goals, accountability, and public appreciation are common primary drivers. A firm aiming to achieve superior performance should focus on these activities.