

ROMANIAN MANAGEMENT STRATEGIES TO MOTIVATE EMPLOYEES IN THE PUBLIC SECTOR AND IN THE PRIVATE SECTOR. A COMPARATIVE APPROACH

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Abstract: *In what follows, I want to make a comparative study on employees motivation strategies used by Romanian managers from both public sector and private sector. Data will be presented in this material are those resulting from pre-test phase of the study.*

The main purpose of this study is to achieve a comparative analysis between employees motivation strategies adopted by Romanian public sector managers and employees motivation strategies adopted by Romanian private sector managers, to identify the specificity of the managerial Romanian culture of employee motivation.

Expected results of the study are to highlight certain features of: (1) the employees motivation process, characteristic of specific managerial styles and (2) the elements of an effective process on how to motivate employees.

Keywords: *motivational work factors, employee performance, hygiene factors, strategies to motivate employees, organizational performance.*