

Economics Honours (Sixth Semester)
Rural Development and Entrepreneurial Economics (DSE604)
Theories of Entrepreneurship

- **Sub Topic: *Motivation Theories***

What are Motivation Theories?

The importance of motivation to human life and work can be judged by the number of theories that have been propounded to explain people's behaviour. They explain human motivation through human needs and human nature. Prominent among these theories and particularly relevant to entrepreneurship are *Maslow's Need Hierarchy Theory* and *McClelland's Acquired Needs Theory*.

[Taken from Entrepreneurial Development by Dr S S Khanka]

For the sub topics *Maslow's Need Hierarchy Theory* and *McClelland's Acquired Needs Theory* the students can acquire an exhaustive knowledge by visiting the links mentioned under each subtopic

- **Sub Topic: *Maslow's Need Hierarchy Theory or Maslow's Hierarchy of Needs Theory***

Weblink

1. <https://www.managementstudyguide.com/maslows-hierarchy-needs-theory.htm>

- **Sub Topic: *McClelland's Acquired Needs Theory***

Weblinks

1. <https://www.managementstudyguide.com/mcclellands-theory-of-needs.htm>
2. <http://www.netmba.com/mgmt/ob/motivation/mcclelland/>

References:

1. Khanka, S. S. (2010). *Entrepreneurial Development*. S. Chand Publishing, New Delhi
2. Management Study Guide. (n.d.). Maslows hierarchy of needs theory. Retrieved from <https://www.managementstudyguide.com/maslows-hierarchy-needs-theory.htm>

3. Management Study Guide. (n.d.). McClellands theory of needs. Retrieved from <https://www.managementstudyguide.com/mcclellands-theory-of-needs.htm>
4. NetMBA. (n.d.). McClelland - Theory of needs. Retrieved from <https://www.netmba.com/mgmt/ob/motivation/mcclelland/>