

Motivating Employees in the Knowledge Economy to Enhance Performance

Ioana MARIN¹, Radu MARIN²

¹ National University of Political Studies and Public Administration, Bucharest/Romania
ioanamun@gmail.com

² National University of Political Studies and Public Administration, Bucharest/Romania
radu.marin@digitalaccounting.ro (corresponding author)

Received: September 11, 2024

Revised: October 10, 2024

Accepted: October 31, 2024

Published: December 16, 2024

Abstract: The knowledge economy is characterized by globalization and the use of a workforce with a high level of knowledge and qualifications, necessary to be able to cope with the increasingly rapid technological changes and to be able to innovate permanently. This type of economy requires organizations to become more and more performant. Also, human capital, recognized as the most valuable resource of organizations, must be motivated to provide organizations with the knowledge and skills they have. It is important for the organization's management to determine the motivational factors for the organization's employees, a mission that can prove to be difficult, given that they differ from one employee to another and have a permanent evolution over time. The paper aims to demonstrate, based on a literature review and a bibliometric analysis, the fact that there is a strong direct relationship between employee motivation and performance. Bibliometric analysis was made using articles indexed in Scopus, with employee motivation as keyword. The existence of strong links between employee motivation and employee performance, organizational performance, performance, task performance was revealed. It is also worth mentioning that strong links have been identified between the analysed concept (employee motivation) and some job-related attitudes (job satisfaction, employee engagement, organizational commitment), that are important for the performance of organizations.

Keywords: motivation, employee motivation, performance, job performance, knowledge economy

Introduction

Ovcharova, S.K., & Krachunov, H.A. (2007) shows that the knowledge economy is characterized by certain peculiarities: globalization, a high level of digitalization, knowledge becoming new economic resources, technical knowledge acquires a central role, the greatest attention is paid to science and education, and the economy is based on science. In the same direction, Powell and Snellman (2004, p. 201) define knowledge economy as "production and services based on knowledge-intensive activities that contribute to an accelerated pace of technological and scientific advance as well as equally rapid obsolescence." Starting from this definition, the authors show that the knowledge economy is based mainly on intellectual capacities and less on physical ones and natural resources. The importance of human capital is highlighted also by Peters and Humes (2011), which mentions that special attention is paid to people who know how to learn and carry out a continuous learning process in order to develop the necessary skills and to acquire new qualifications since obtaining wealth and competitive advantage is supported by the ability to innovate.

How to cite

Marin, I., & Marin, R. (2024). Motivating Employees in the Knowledge Economy to Enhance Performance. *Journal of Knowledge Dynamics*, Vol. 1. No. 2, p.106-116.
<https://doi.org/10.56082/jkd.2024.2.106> ISSN ONLINE 3061-2640