

A CULTURAL PERSPECTIVE OF THE THEORY OF MOTIVATION

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ABSTRACT

Having examined the value orientation in Western and Eastern cultures and its relationship to motivation, the paper argues that Western theories of motivation are based on cultural assumptions derived from values specific to Western society and therefore have less validity in explaining the process of motivation in an Eastern cultural context. The paper reviews the available literature on cultural dimensions of management and suggests that further research is necessary to understand the influence of values on human motivation in the context of South and South-East Asian countries.