

Managers in any organization face many challenges. One of the most important challenges they face is how to motivate their employees to meet the needs of the organization as well as their own needs, and to achieve goals for both the organization and the employees (Tamilya Armania–Kibuladze) (2010) [6]. Work motivation is the first step in the process of achieving goals and enhancing performance. Motivation creates the mental effort that drives knowledge and skills. Without motivation, a capable person cannot work hard.