Expectancy Theory
The Motivation Behind Work Behavior
By Deborah Regnaud, Ph.D., SPHR
EXPECTANCY THEORY
WHAT IS IT?

Proposed by Victor Vroom of Yale School of Management in 1964

Explain employee behaviors

Most widely used motivational theory in an organizational setting

Van Eerde & Thierry, 1996
Näsi & Charfeddme, 2012
EXPECTANCY THEORY

What Motivates?

Motivation is a result of an individual's:

1) Expected success at accomplishing a task
2) Perceived value associated with success

Dömyei, 2000
EXPECTANCY THEORY

KEY ELEMENTS

1) Expectancy
2) Instrumentality
3) Valence

Pearson & Hui, 2001
EXPECTANCY THEORY
THE PROCESS

Can I Succeed?

Yes

No

High

REWARD

Low

GOAL

Take Action

No Action
EXPECTANCY THEORY
STRENGTHS & WEAKNESSES

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<tr>
<td>Simple and easy to apply</td>
<td>Fails to predict work motivation</td>
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<td>Applicable to multiple cultures</td>
<td>Fails to include social elements</td>
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Pearson & Hui, 2001
Reinharth & Wahba, 1975
Van Eerde & Theiry, 1996
EXPECTANCY THEORY

THE MOTIVATION BEHIND WORK BEHAVIOR

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References


