



A STUDY ON EMPLOYEE MOTIVATION IN HUMAN RESOURCE MANAGEMENT WITH REFERENCE TO *BHAGAVAD GĪTĀ*

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ABSTRACT

Bhagavad Gītā which is the most important Hindu scripture that has a philosophical significance has contributed for many fields for their betterment. Contemporary business world is more competitive than in the past centuries. Therefore, the management of the organizations has the obligation to lead the company to achieve organizational goals effectively by utilizing financial, human and material resources. The role of an employee is significant for a company and their performance directly affects the growth of the organization. The management has to motivate employees in order to get their best outcome for the organization and access to its growth. For that, the motivation which causes repeated behavior and improve one's behavior, can be used in order to achieve organizational goals. Organizations should have to understand the de-motivational factors of the employees and show them the direction to overcome that demotivation. The objectives of the study are to identify the contemporary relevance of *Bhagavad Gītā*, its interconnection between employee motivation in human resource management and the ways in which it can improve the effectiveness of the management system of a company. Comparative and analytical method is being used in this study. In *Bhagavad Gītā*, Lord Krishna leads *Arjuna* to achieve a goal by motivating him. Although *Arjuna* who was the prince of *Pāndavas*, had a goal to protect his kingdom, he was demotivated after seeing his relatives on the other side who were willing to fight with him. Lord Krishna helped him to motivate again and made corrections when needed by evaluating performance of *Arjuna*. The characters of *Bhagavad Gītā* have expressed different types of motivational theories which have introduced by modern psychologists. Mainly, this study concerns about the motivational support which was given by lord *Krishna* to *Arjuna* in order to achieve the task and the way in which it can be useful to the contemporary human resource management.

Keywords: *Bhagavad Gītā*, motivation, management, organizational goals, effectiveness