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**THE THEORETICAL ASPECTS OF PROFESSIONAL MOTIVATION  
IN THE CONTEXT OF CROSS-CULTURAL PSYCHOLOGY**

**Abstract.** Professional motivation in cross-cultural psychology stands for activation of professional and communicative skills of employees determined by synergy effect of cross-cultural interaction. Increase of motivation in multinational collective involves positioning of the employee in the international company according to his interests, and not just with requirements of transnational expansion. Additionally, formation of the favorable and confidential organizational environment can cause the better psychological state of employees and consequently increase of professional motivation. The article analyzes peculiarities of influence of cross-cultural psychology on professional motivation of employees. Theoretical approaches of cross-cultural interaction are allocated. Revision of theoretical examples of culture’s impact on motivational processes, ways of encouragement and stimulation of employees provides better understanding of the phenomenon of professional motivation in organizations where various culture representative are engaged.

**Keywords:** cross-cultural psychology, motivation, psychology, behavior, national peculiarity.

Requirements of growth of competitiveness of the companies functioning within the international business cause the necessity to consider personnel as a strategic resource. Cross-cultural interaction in this case determines the new level of complexity for motivational tasks. Cross-cultural interaction represents intensive communications and joint activity of representatives of various national cultures. This problem in connection with a multinationality (ethnic, national, cultural diversity) of personnel is considered as multiple-factor and very difficult. But motivation problems in comparative management are defined not only cultural aspect, but also institutional [1].

One of the basic categories of the matter is the category of a cultural context. Cultural context call a configuration of the purposes, values, the behavioral stereotypes predetermining actions of representatives of a certain culture. The cultural context forms behavioral predictability of an individual. The representative of other cultural context acting as the manager, and is more often than a coach (the trainer, the consultant focused on diagnostics and permission of organizational problems), uses, as a rule, own knowledge of questions of psychology, sociology, personnel management for the effective management, the organization and regulation of intensity of work. But aren't limited to the specified directions of his task, and he seeks to operate moods, emotions, impulses and interests of subordinates. There are managers "from god" for which intuitive permission of the above-stated problems quite naturally. At the same time lack of chauvinism, national neglect and following to ideas of humanity act as basic reference points.

The motivation us is understood as activization of reserve opportunities of the employee. The motivation in comparative management is the activization of professional and communicative skills of employees determined by synergy effect cross-cultural psychology. Respectively process of management of motivation in multinational collective means positioning of the employee in the international company according to his interests, and not just with requirements of transnational expansion, formation of the favorable and confidential organizational environment, informing the employee on strategic intentions of the organization (most often branch) and own career prospects[2].

Very popular belief of both domestic and foreign managers consists that the main reason by which the employee choosing the organization is guided is the level of a salary and possibility of vertical career development. The range of the reasons are much more various: in him both prospects of socialization, and a possibility of realization of powers of authority, and aspiration to show own talents and abilities, and formation of friendly contacts, and finding of own importance, and prestigiousness of the organization,

and a territorial arrangement of the organization, both possibilities of training and sending, and opportunity for creation or continuation of a dynasty are presented. In multinational collective interest in contacts with representatives of other cultures, a magnificent possibility of learning of foreign language, an opportunity to study style of the management, methods of management, the organizations of production of the companies leading in certain branches appears. The considerable role in awareness of complexity and variety of motivational problems by representatives of management is played by theories of motivation.

Theories of motivation divide into three very representative groups today. Theories of a reinforcement place emphasis on means which control behavior of the person, manipulating consequences. The method is based on supervision over the employee to find out what reinforcements are highly appreciated by the employee most. The reinforcement is a management of a consequence as result of behavior. B. F. Skinner, whose theory is the cornerstone of this approach, has gone further studying of incentive and reaction: he classified reaction of the employee on reciprocal (resulting from incentive) and operant (arising owing to expectation of incentive). In the theory of a reinforcement the law of effect of E. L. Thorndike is the cornerstone of manipulation with consequences. The law of effect is formed simply, but has big force: the behavior which involves a pleasant outcome, repeats with a high probability whereas repetition of the behavior fraught with an unpleasant outcome, is improbable.

Substantial theories are focused generally on needs of the individual — physiological or psychological deficiency which we seek to reduce or of which we want to get rid in general. These theories make an assumption that work of the manager consists in creation of the conditions making positive impact on satisfaction of needs of the individual. They help to explain how bad performance of work, the undesirable behavior, low satisfaction with work can result from unsatisfied requirements. Four most famous substantial theories have been developed by A. Maslow, D. Mack-Kleland, K. Alderfer, F. Gertsberg[3].

Procedural theories are focused on processes of thinking of the employee (forecasting and comparison, for example) which render both positive, and negative influence on the level of motivation of the employee. There is a significant amount such theories, but the most authoritative and known of them it is J. Adams's theory and V. Vrum's theory. J. Adams's theory which carries the name of the theory of justice, claims that when people estimate justice of results of the work in relation to people around, any perceived injustice is the motivating condition of reason. The perceived injustice takes place when someone considers that the reward earned by him for work concedes to the reward earned by surrounding people for their part of work. Vrum claims that the working motivation is defined by beliefs of the individual concerning interrelation of efforts, overall performance and final result of work.

Motivations are the cornerstone requirements, interests and even short-term impulsive desires which don't interfere with growth, let temporary, productivity of the employee. The category of requirements is most studied, but the category of the interest connected with the content of the work is most productive. National contexts are surprisingly solidary in the attitude towards understanding of an essence of motivation. Japanese, for example, speak: "There are no badly working Japanese, just work of the Japanese hasn't found". At Americans the following idea was widely adopted: "In this life it is necessary to learn to do well favorite serious work, and then to find the good guy who it will be good to pay for it". Thus, interest in the performed work is international, but priority of requirements and impulsiveness of desires of employees have national specifics. The most difficult moment in this regard is that any theory of motivation is probabilistic: what is effective for one can be absolutely not important for others.

The fact that motivation — internal process, today at anybody doesn't raise doubts. However this process is regulated by the organizational situation initiated by management. The purposes of the employee and the purpose of the company have to be corresponded, and for this purpose the international manager has to use all possible means.

Considering the importance of the development of adequate conceptual framework, the following terms should be presented. *Organization of work* –organization of works is a variety of the skills demanded for work performance, completeness of the performed tasks, importance and responsibility of work. Granting independence to the worker. Timely feedback about compliance of work to the established requirements. *Material stimulation* - competitiveness of the offered salary as a result of comparison of levels of payment of expatriates and local staff; sent and fixed in headquarters. Ratio of constant and

variable component of a salary. Communication of payment and results of work of the international company on condition of implementation of the social Opportunity programs to differentiate payment. *Moral incentive* - the wide set of non-material incentives used as the direct head, couch, and administration of the company in general and branch. *Corporate culture* - the values and priorities realized in practice of interaction of the management of headquarters and branch and personnel. The traditions of the company and the rule defining working behavior and interaction of employees in multinational collective. *Appeal to the most significant values for the worker* - self-esteem. Financial wellbeing. Responsibility to team (collective). Responsibility to compatriots. Interests of the company. Career prospects. Interests of a family. *Belief* - Impact on opinion, estimates and the worker's views defining his relation to work in situations of interpersonal communication .

As it was already told earlier, the most studied variable motivator are requirements. The majority of motivational theories, both substantial, and procedural, are developed taking into account experience of the United States and the appropriate human resource. Despite coincidence of basic needs, priority of requirements and dependence of emergence of certain requirements on realization of the different people and cultures previous at representatives it is formed differently. East cultures are more focused on requirements of society, and western on individual. The hierarchy reflecting needs of Chinese includes, for example, four levels also look as follows: needs for accessory; physiological requirements; needs for safety.

The need for achievement, success according to Mac-Klelland and in growth on Alderfer is also differently perceived by representatives of various cultures. If for the representative of the western culture this requirement is associated with individual achievements, career development and successful socialization, then the Japanese employee, being guided by the basic principle of harmony of group and corporate interests, will connect this requirement with collective achievements and success of subculture in general. Representatives of the Latin American states connect this requirement with family values, and Hindus — with spiritual improvement[4].

Representatives of different cultures differently estimate reality of a goal and an own role in this process, and also a role of such factors as destiny and external environment. It is known that the purpose for representatives of the western cultures can be the strongest motivator, for east cultures the importance of this factor considerably decreases.

The given several examples confirm complexity of a problem of effective motivation of representatives of multinational and multicultural collective which solution entirely depends on laborious studying by the international manager of features of representatives of each of the nations and cultures, monitoring of a labor and organizational situation as motivation in such collective, certainly and situationally.

The expatriates (the sent workers, who leave the country for long work abroad) who are often focused on the administrative or training activity have to be initially is motivated. Not without reason the known expression says: "The manager who needs to be motivated not the manager, but the performer any more". Sending of the expert very often transfers national or corporate motivational problems to foreign office. For this reason diagnosing of basic motivational problems and their elimination promote creation of productive motivation of the expatriate.

Regularly in the western countries, especially in the USA, surveys by means of which the level of motivation of the employee, first of all his satisfaction with work is diagnosed are conducted. At the same time Hekman's technique where parameters of completeness, the importance, autonomies, a variety of work, and also existence of feedback are estimated by the employee on 7-mark system is used. Results quite often are very unexpected for heads of the companies. So, for example, in the USA work suits 75% of respondents; 30% were very happy with the work, 35% are simply happy. And only 11% were absolutely dissatisfied with the work. And representatives of the management of the interrogated firms admitted that they have been pleasantly surprised with result: they thought that only 8% of employees will be very happy with the work. At the same time situation in labor market of the USA doesn't inspire optimism: 35% of employees plan to change work this year, 32% are intended to look for diligent and purposefully new work. Are called the most often mentioned reasons of change of the place of work: bad prospects for career development — 59%; discontent with a salary — 58%; insufficient safety of work — 38%. Many admitted that they are forced to work in the conditions of a stress. Search of places of work in

the most successfully developing branches: health care and the computer sphere, and also in the sphere of information processing. A large number of employees — 35% of respondents — call the relations with the management of a decisive factor of motivation. High level of satisfaction with own work is a good basis and for formation of motivation to participation in transnational programs at the staff of the American companies.

Process of management of human resources and formation of effective motivation in the conditions of the international management are influenced by a significant amount of factors:

1. Cultural factors. The existing cultural factors and ethnic problems of the different countries leave a mark on actions of personnel of international firms.

2. Economic factors. Distinctions in economic systems in many respects define nature of attraction and use of labor in foreign operations of international firms.

3. Style and practice of management. Different views on management styles in the different countries can lead to the conflicts between personnel of headquarters of firm and its foreign branches. On the other hand, the knowledge of national peculiarities of human resource management allows the management of international firm to transfer positive experience to other countries.

4. Distinctions of labor markets and factors of labor expenses. Features of structure of labor and costs of her exist in all countries. Distinctions in labor expenses can become a source of contradictions.

5. Problems of movement of labor. When moving labor to other countries before people there are legal, economic, physical and cultural barriers. International firms should develop own techniques of a set, orientation and stimulation of workers for their overcoming.

6. Factors of the relations in the industry. The relations in the industry (especially the relations between workers, labor unions and businessmen) have essential distinctions in the different countries and exert huge impact on practice of management of human resources.

7. National orientation. The personnel of branches or local offices of international firm can place the main emphasis not on global, and on national interests.

8. Control factors. Territorial remoteness and peculiar features of foreign activity complicate control over personnel of international firm.

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#### МӘДЕНИЕТАРАЛЫҚ КӘСІБИ УӘЖДЕМЕНІҢ ТЕОРИЯЛЫҚ АСПЕКТІЛЕРІ

**Аннотация.** Мәдениетаралық психология қызметкерлердің кәсіби уәждемесін және коммуникативтік дағдыларын белсендіруді, мәдениетаралық өзара іс-қимылын, іс-әрекетін білдіреді. Уәждемені ынталандыру өз мүдделері мен қажеттіліктеріне сәйкес компаниядағы қызметкерлердің рөлін анықтайды. Сонымен қатар, қолдау, әрі құпия ұйымдастырушылық ортаны қалыптастырудағы жақсы психологиялық мемлекеттік қызметкерлерді тудырады және кәсіби уәждемесін жоғарлатуға әсер етеді. Мақала қызметкерлердің кәсіби уәждемесін және кросс-мәдени психологияның әсерін және ерекшеліктерін талдайды.

Мақалада мәдениетаралық өзара іс-қимыл теориялық тұрғыдан талданады. Теориялық уәждемелік процестер мәдениетке әсер етеді және көмекші қызметкерді ынталандыруда әртүрлі мәдениеттің орнын, түсінігің қарастырады.

Мақалада кросс-мәдени психология тұрғысынан көпұлтты мәдениеттердің әсері, қызметкерлерді көтермелеу және ынталандыру жолдары талқыланды.

**Тірек сөздер:** мәдениетаралық психология, уәждеме, психология, мінез-құлық, ұлттық ерекшелігі.

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**ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ ПРОФЕССИОНАЛЬНОЙ МОТИВАЦИИ  
В КОНТЕКСТЕ КРОСС-КУЛЬТУРНОЙ ПСИХОЛОГИИ**

**Аннотация.** Профессиональная мотивация в межкультурной психологии обозначает активацию профессиональных и коммуникативных навыков сотрудников, определенных эффектом совместных действий межкультурного взаимодействия. Стимулирование мотивации в многонациональном коллективе включает определение роли сотрудника в компании согласно его интересам и потребностям. Кроме того, формирование благоприятной и конфиденциальной организационной окружающей среды может вызвать лучшее психологическое состояние сотрудников и, следовательно, увеличения профессиональной мотивации. Статья анализирует особенности влияния поперечной культурной психологии на профессиональной мотивации сотрудников. Ассигнованы теоретические подходы межкультурного взаимодействия. Пересмотр теоретических примеров воздействия культуры на мотивационные процессы, способы поддержки и стимуляцию сотрудников обеспечивает лучшее понимание явления профессиональной мотивации в организациях, где представлены представители различных культур. Выделены теоретические взаимодействия кросс культурной психологии. Приведены примеры влияния многонациональных культур на мотивационные процессы, пути поощрения и стимулирования сотрудников.

**Ключевые слова:** кросс – культурная психология, мотивация, психология, поведение, национальная особенность.

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