

THE STRATEGIC VISION OF LEADERS AND THE MOTIVATION OF HUMAN RESOURCES, THE CASE OF SMES IN MADAGASCAR

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ABSTRACT

The typology of the Malagasy private sector shows a large majority of Small and Medium Enterprises (SMEs). Indeed, the study of SMEs proves to be very relevant in order to contribute to the economic development and a sustainable development of the country. Currently, SMEs suffer from both financial and managerial problems, but this study concerns those relating to management and more specifically, the motivation of human resources. In order to try to solve these problems, the study was oriented towards the search of other motivating factors, besides the improvement of the working conditions or the factors of the environment, the satisfaction of the needs. The hypothesis was based on the assertion that the strategic vision of SME managers helps to motivate their employees. A conceptual analysis proposed a test of clarification on the relationship that can exist between the motivation of human resources and the strategic vision of their leaders. Several relevant questions were addressed in this study, such as what can be the existing sources of motivation? To what extent does the vision of leaders motivate their employees? What role would tension play in motivation?

KEYWORDS: *Human Resources, Leaders, Motivation, SMEs in Madagascar, Strategic Vision*

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