

ABSTRACT

Motivation plays an important role in increasing employee job satisfaction resulting in improving organizational performance. The background of the study tries to explain the motivators, both financial and non-financial. With support from empirical studies, there is a perplexing issue on what actually motivates employees. The objective of the study was to establish the relationship between motivational strategies and employee performance in Kenyan universities. The specific objectives were to determine the effect of financial rewards on employee performance, to determine the effect of non-financial rewards on employee performance and to determine the combined effect of financial and non-financial rewards on employee performance. The study adopted a descriptive survey design targeting 620 lecturers in two universities in Kenya namely; Egerton and Kabarak Universities. Proportionate stratified sampling technique was used to select a sample size of 171 Lecturers. Primary data was collected using a questionnaire. Collected data was analysed using both regression and correlation analysis. The result established that there is a strong positive statistical association between combined effect of financial and non-financial rewards on employees' performance. The study concludes that financial rewards have an implication on employee performance.

Keywords

Motivation, Strategies, Performance