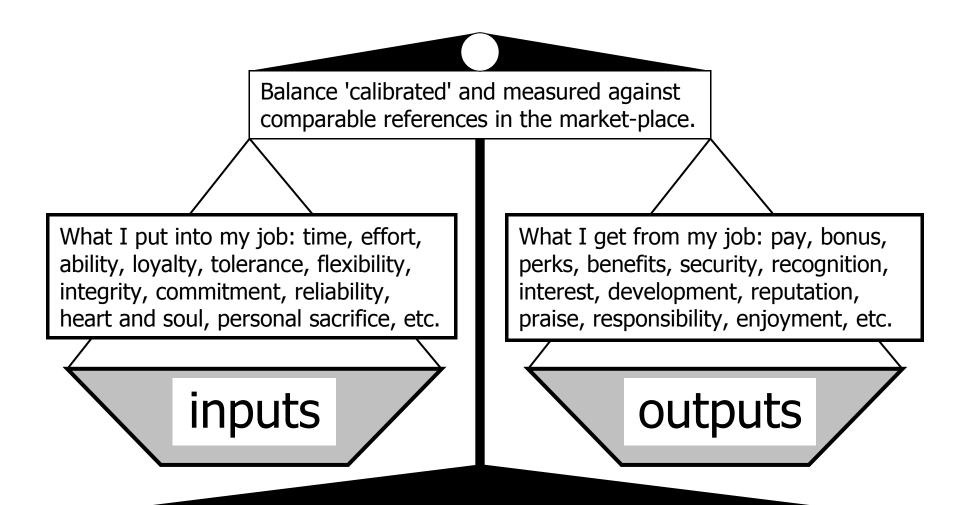
Adams' Equity Theory - job motivation



People become demotivated and reduce input and/or seek change or improvement whenever they feel their inputs are not being fairly rewarded by outputs. Fairness is based on perceived market norms.

© 2002-07 design alan chapman based on JS Adams' Equity Theory, 1963. See www.businessballs.com/adamsequitytheory.htm
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