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» : (Murray) . [] . []

(Tension)



[] (Robbins) [] «

(Need)

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(Deficit

(Being motivation)

motivation)

(Growth motivation)

(Deficit needs)

(Growth needs)

(Being needs)

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« (Process Theories) «
[] (Content Theories)

(Expectancy « » .
» (Reinforcement) « » Theory)
(Goal « » (Equity theory) «
[] setting theory)

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(Maslow's « »
« » Hierarchy of Needs Theory)
» (Herzberg's Two-factor Theory)

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(McClelland and the need for Achievement) «
(Alder's Existence Relatedness and « ERG »
Growth Theory (ERG))

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(Safety needs) « » (Physical needs)

« » (Social needs) « »

(Self- « » (Esteem needs)

[] actualization needs)

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(Lower-
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(Higher - order)



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(democratic) (spontaneous)

(problem-centered) (

(self-centered) :

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[] (self actualization)

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Personal Orientation Inventory (POI)

(Everett Shostrom)

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[] (Hypochondriasis)

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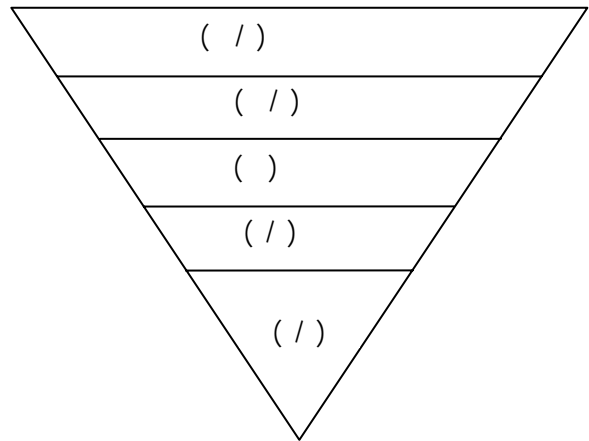
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