A STUDY ON MOTIVATIONAL FACTORS IMPACTING
AGE DEMOGRAPHIC OF WORKFORCE

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ABSTRACT:
In this study the focus is to address age-related factors influencing the work motivation of workers. More specifically, through the study I will examine how different age group requires different motivational forces to be more loyal, effective and enthusiastic to work.
The research is conducted by studying literature on empirical research regarding age-related factors and work motivation.
The literature review shows that most age-related factors can have a negative impact on the work motivation of workers. However, there are researches that have also found a positive relation between age and work motivation. Additionally, numerous factors intervene in the relation between the different conceptualizations of age and work motivation. These results suggest that age-related factors are important in understanding the work motivation of the workers.
The research approach used is secondary. The information has been gathered from previous searches conducted in this field, articles published and books to complete the research.

KEYWORDS: age demographics, workforce, motivation.

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