

## Contextualizing Theory Z of Motivation Among Indian Universities of Higher Education

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**Abstract :** Higher education across the globe is undergoing a sea change. This has created a varied management of higher education in Indian universities, and therefore, we find no universal law regarding HR policies and practices in these universities. As a result, faculty retention is very low, which is a serious concern for educational leaders such as vice-chancellors or directors working in the higher education sector. We can understand this phenomenon in the light of various management theories, among which theory z proposed by William Ouchi is a prominent one. With this backdrop, the present article strives to contextualize theory z in Indian higher education. For the said purpose, qualitative methodology has been adopted, and accordingly, propositions have been generated. We believe that this article will motivate other researchers to empirically test the generated propositions and thereby contribute in the existing literature.

**Keywords :** education, management, motivation, Theory X, Theory Y, Theory Z, faculty members, universities, India

**Conference Title :** ICHRM 2024 : International Conference on Human Resource Management

**Conference Location :** London, United Kingdom

**Conference Dates :** October 17-18, 2024