

## MOTIVATION TOOLS AS A DETERMINANT OF EFFECTIVENESS ON ACADEMIC STAFF IN SELECTED PRIVATE UNIVERSITIES IN CENTRAL UGANDA

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### ABSTRACT

This study was to investigate the way motivation tools are applied in private universities in central Uganda as a mechanism for encouraging academic staff to conduct assigned work, to establish the difference caused by gender in the way motivation tools are applied among private universities in central Uganda. The descriptive comparative survey designs involving ex-post facto design. 665 respondents participated in the study. They included professors, associate professors, senior lecturers, lecturers, assistant lecturers and teaching assistants. The respondents were selected using Sloven's formula. The proportional stratified sampling technique was employed. While universities were selected using simple random sampling. Data was collected from four private universities which included: 215 academic staff of Kampala International University, 77 academic staff from Nkumba University, 65 academic staff from Uganda Christian University, and 37 academic staff from Cavendish University. Using 2 sets of non-standardized and research devised questionnaires. Data were analyzed using descriptive analysis and Independent t- sample test. The way motivation tools were applied was disagreed which alludes to unmotivated. There was no significant difference caused by sex in the way motivation tools are applied in private universities in central Uganda. In conclusion, academic staffs were unmotivated leading to low productivity. The researcher recommended that salary offered should be based on labor market conditions, cost of living, and performance in order to retain and avoid high labor turnover of the staff.

**KEYWORDS:** Motivation Tools, Financial Rewards, Employee Benefit, Recognition, Promotion Practices, Training, Working Conditions, Academic Staff, Private University