



## **Application and implications of Maslow's Hierarchy of Needs Theory: The Zimbabwean experience**

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### **Abstract**

This study was carried out to evaluate the relevance of Maslow's Hierarchy of Needs Theory in satisfying the needs of teachers in a rural setup. A qualitative approach was taken focusing on Mazowe District. It was found that even though, Maslow's theory forms the basis for motivation strategies in organisations, it was inconsistent with the local and best human capital practices. The findings pointed to the fact that there were violations of basic, safety, esteem and self-actualisation needs by the employer. It also emerged that the District was politically charged during and soon after harmonised general elections and the most affected were teachers due to their freedom of expression and as disseminators of information and knowledge in communities they serve. Self-actualisation was found to be a myth since the employer failed to meet basic needs. The study recommended that motivation should be localised considering the factors that have impact on motivation of employees. Theories of motivation can therefore be not viewed as a universal construct as obtained in this study.

**Keywords:** motivation productivity, needs, retention