



what is Alderfer's ERG theory



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? Alderfer's ERG theory is a motivational theory that proposes that there are three levels of needs: existence needs, relatedness needs, and growth needs. Existence needs refer to physiological and safety needs, relatedness needs refer to social needs, and growth needs refer to self-actualization needs. The theory suggests that individuals are motivated to satisfy these needs in a hierarchical order, with lower level needs being satisfied before higher level needs. However, it is also recognized that individuals may have varying priorities and that the needs may not always be met in a hierarchical order.. Reference: /home/user/mount1_ssd_nvme1n1p2/product-fs/handbook/Unit-9_1.txt

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