

The Impact of the Action Centered Leader on the Business Motivation: Mediterranean Institutions in Turkey

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Abstract: *This study has tried to answer whether the action-oriented leader positively impacts on members' motivation or not. It has also examined relations between the people who focused on the target and leader support them. It is projected to build a connection between basic reasons underlying behavior of members- Maslow's hierarchy - and institutional goals. This research has been directed to a field research on organization located in the Mediterranean region. In this study, Maslow's Hierarchy of Needs is dependent variable and action-oriented leader is the independent variable.*

Action centered leader who leads individual and team in harmony for the common aim has an innovative essence. It is expected that action oriented leader helps to boost employee's motivation. The leader motivates members for a confident aim. Meanwhile, the members have been questioning why they have been trying for the aim of organization or have been running all these works. The members know why they have been trying and why they have been working and focus on the target and have been motivated. As a motivation tool, Maslow's hierarchy of needs (1943) has been engaged. And also, Porter's model (1961) which has been based is safety, social, esteem, autonomy and self-actualization was measured in five stages.

Keywords: *action centered leadership, leader – member interaction, motivation, hierarchy of needs, Mediterranean region.*