



52ª Reunião Anual da Sociedade Brasileira de Zootecnia

Zootecnia: Otimizando Recursos e Potencialidades

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PERFIL MOTIVACIONAL DE COLABORADORES RURAIS DE PROPRIEDADES RURAIS DA REGIÃO CENTRAL DO ESTADO DE MINAS GERAIS

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Resumo: A implantação da gestão do negócio é de suma importância para melhorar a eficiência dos colaboradores rurais, sendo que, a gestão de pessoas é um dos pilares para tal objetivo. Desta forma, buscou-se fazer um levantamento do perfil motivacional de colaboradores rurais da região central do Estado de Minas Gerais através de aplicação de um questionário sociocultural semi-estruturado. Os resultados mostraram predominância para atividades leiteiras (36%) na região e a exploração de regime semi-intensivo (68%) de produção. Os fatores de destaque que influenciaram positivamente na motivação dos funcionários foram reconhecimento (87%), relacionamento com seu supervisor imediato (91%) e relacionamento com os colegas (96%). O fator função que exerce (52%) foi considerado o menos relevante dentre os que influenciam positivamente na motivação e correspondeu a 35% da escolha dos entrevistados como um fator indiferente. Os fatores considerados indiferentes para os colaboradores foram exatamente os que tiveram menor destaque dentre aqueles que influenciaram na motivação, como função que exercem (35%), salário (27%) e localização da empresa (24%). Desta forma, pode-se inferir que o desenvolvimento de equipe nas empresas rurais é um item importante com o intuito de melhorar a motivação dos colaboradores rurais.

Palavras-chave: Aspectos motivacionais, colaboradores rurais, gestão de pessoas

Motivational profile of rural employees of rural properties in the Central region of the State of Minas Gerais

Abstract: The implementation of business management is of paramount importance to improve the efficiency of rural employees, and the management of people is one of the pillars to reach this goal. Based on this, we sought to survey the motivational profile of rural employees of the central region of Minas Gerais by the application of a semi-structured socio-cultural questionnaire. The results showed predominance for dairy activity (36%) in the region and the operation of semi-intensive production system (68%). The prominent factors that influenced positively on the motivation of employees were recognition (87%), relationship with their immediate supervisor (91%) and peer relationships (96%). The factor, function that they perform (52%) was considered the least relevant of those which had a positive influence on the motivation and corresponded to 35% of the choice of interviewees as an indifferent factor. The factors considered indifferent to employees were precisely those who were less prominent among those who have influenced the motivation as, the function they fulfill (35%), salary (27%) and location of the company (24%). Thus, it can be inferred that the development of the team in rural enterprises is an important item in order to improve the motivation of rural employees.

Keywords: Motivational aspects, people management, rural employees

Introduction

The opening of the Brazilian economy as from 1990 for the commercialization with markets in other countries has increased competition for most national industries and influenced Brazilian economic structure, promoting the uptake of new technologies and consequently the implementation of new manufacturing processes for their products to gain competitiveness. Each day, rural businesses are having more conviction of the fundamental role of intellectual capital and corporate culture, making happier employees and developing aspiration to overcome professional and personal limits (Bueno, 2005). In this



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perspective, this study sought to trace the motivational profile of employees of properties of the central region of Minas Gerais.

Material and Methods

The data used in this study were collected between August 2013 and January 2014 and come from 78 agricultural companies in the central region of Minas Gerais as shown in Figure 01, registered in the demography of the Brazilian Institute of Geography and Statistics (IBGE) of 2010. The properties were chosen at random among the cities, which are all located less than 100 km from Belo Horizonte / Minas Gerais. The total questionnaire applied in the 78 farms was of 127 and the choice of interviewees was also random, being applied more than a questionnaire per farm. The data was collected from the application of a semi-structured questionnaire, in which the questions were prepared in advance and tested previously. We attempted to not interfere with the completion of the questionnaires, minimizing the influence of the interviewer, as standard procedure. At the moment of interview was handed the Free Consent and Clarified Term, in which the interviewee and the interviewer signed and dated the applied questionnaire. The employee who participated in the study was classified as cowboy / plowman / handler, department manager and general manager of rural enterprises. The calculation used was a statistical value for the sample which is based on the amount of farms of the surveyed areas, from which we calculated standard deviation values and the average. The average number of properties per municipality was 1.267 and the standard deviation of 691. The confidence value for the application of the survey was 10% of the average.

Was used the formula $x \pm t \cdot s / \sqrt{n}$; where “x” is the confidence value, “t” is the existing universe for the sample, “s” is the standard deviation and “n” is the sample size (Sampaio, 2010). The result showed a minimum sample of 121 questionnaires to be applied.

Results and Discussion

It was found that most of the farms (36%) aimed their activity to milk production as shown in Table 01. Of the farms visited, 44% had semi-intensive production system and 37% had intensive system. The milk production farms were mostly semi-intensive system (68%), in accordance with the data of number of employees, in which 44% of the properties had more than 10 employees because the labor-demand work becomes higher in this system and 45% of the properties had between 1 and 3 employees. It was verified that 79% of the interviewees were cowboy / plowman / handler and 21% were managers. This is justified by the fact that 45% of farms had only between 1 and 3 employees, having no formal position for a supervisor within the farm. Of the interviewed, 40% had between 19 and 30 years old and 39% were 31 to 50 years old.

Table 01. Percentage of choices of respondents in relation to the classification of the factors that influence the motivation

Factors that influence the motivation	Motivator	Little Motivator	Indifferent
Function Performed	52%	9%	35%
Company Location	59%	17%	24%
Salary	60%	11%	27%
Working with Regulations	80%	3%	14%
Receiving Responsibilities	80%	4%	16%
Employment Stability	85%	3%	9%
Relationship with owner	85%	4%	6%
Working conditions	86%	4%	7%
Recognition	87%	4%	6%
Relationship with supervisor	91%	1%	3%
Relationship with peers	96%	3%	1%



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The factors that influenced the motivation positively to most of the respondents were the relationship with peers (96%), relationship with their immediate supervisor (91%) and recognition (87%) (Table 01). Therefore we can see the need to build a team within the rural properties. Regarding the factor of employment stability, it was noted during the applications of the questionnaires that respondents did not have much knowledge of how broad are the applications for that term. Nevertheless, 85% of respondents consider this factor as a positive influence on motivation. The working condition was considered a relevant factor for motivation within the company, with 86% of respondents choosing. The factors considered indifferent to employees were precisely those who were less prominent among those who influenced the motivation as, the function they performed (35%), salary (27%) and location of the company (24%) (Table. 01). The factor, function performed (52%), was considered the least important among those who positively influence the motivation and corresponded to 35% of the choice of interviewees as an indifferent factor.

Conclusions

The main activity segment of rural enterprises in the central region of Minas Gerais was dairy farming, with the semi-intensive system the most common. The prominent factors that positively influenced the motivation of the employees were recognition, relationship with immediate supervisor and peer relationships. The most prominent factors considered by respondents as indifferent were company location, salary and function that they perform.

References

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