

Research

Review Study of The Impact of Globalisation on Motivation's Health Personnel of TCM And Western Medicine on The Quality of Care In Developing And Low Countries

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Abstract: *Community health Personnel's (CHPs) are an increasingly important component of health systems and programs. Despite the recognized role of The Impact of Globalization on Motivation's Personnel Health of the Tcm and Western Medicine in ensuring CHPs are effective, The Impact of Globalization on Motivation on Doctors is often under-supported by the Chinese government in Beijing. Little is known about what constitutes adequate Globalization and how different Globalization strategies influence performance, motivation, and retention in the world. **Methods:** To determine and evaluate The Impact of Globalization on Motivation's Personnel Health of the Tcm and Western Medicine on the quality of Care in development countries including the strategies used in low- and middle-income Africa's countries and discuss implementation and feasibility issues with a focus on (GMHPs).*

keywords: *should be used respectively Review Study, Impact of Globalization, Motivation, Health Personnel, TCM, Western Medicine, Quality Of Care, Developing, Low Countries.*

INTRODUCTION

Description of the condition

Motivation is an important driver for health professionals to maintain their professional competencies, continue in the workforce and make a positive contribution to their workplace. While there is some research about the motivation of health Personnel of TCM and Western Medicine in developing, and low- to middle-income countries [1].

This Review study examines The Impact of Globalization on **Motivation's health Personnel** on Tradition Chinese Medicine (TCM) and Western Medicine and the quality of Care in development countries and low- to middle-income countries. Despite Chinese economy have been greatly implemented in the world including Africa, there are still many countries where TCM medical benefits and Chinese culture are unclear and unknown, Due the well proved effects (by scientific trials) of TCM clinical therapy, Clinics in America, Europe, Africans Hospitals, Universities and private institutions are increasing the demand of expert people, Health Personnel that use TCM to teach to local practitioners in Africa, Europe, America and Asia countries with an objective of spreading and promoting Traditional Chinese Medicine worldwide in order to prevent and treat patients **but this issue required a lot of investments from government or investors in order to Motivate the Health Personnel or Physicians** . Therefore, without Motivation, the vision will not be achieving the objective of spreading or promoting and developing tcm worldwide.

The reason why the cultural exchange of university students toward China has an increasing trend that will be affecting more the world in positive way with an impact of preventing and treating some diseases naturally without too much harm or side effects. In addition, this is naturally demanding a transmission of Chinese Culture and traditional products, especially TCM products.

In Western Medicine, A number of reasons for the slow progress in achieving Motivation Health Personnel-related Millennium Development Goals have been identified in previous studies and reports, including the unavailability and low motivation of health workers (HWs) or doctors in different hospitals worldwide due to the global situation of financial including three kind of resources (finance resource, material resource & human resource) [2]. International experience has demonstrated the critical roles that a HW could play in improving

health outcomes but also in promoting human rights, accountability, innovation, political commitment and multi-stakeholder partnership ^[3,4]. These issues remain relevant in the new area of development, moving forward with the newly determined Sustainability and Development Goals while Among the common problems and challenges affecting the development of human resources, financial resource and material resource for health in low levels of the health workforce motivation in some countries of Europe, Africa including some countries of Asia and America which is considered an important issue ^[5,6]

REVIEW OF LITERATURE

There has been a lot of research done on Motivation by many scholars. The following are only a few of the research topics that have been done on focussed on Motivation of TCM's Health Personnels: Motivation theories, Ways to encourage Motivation of TCM's Health Personnels, Measures of Motivation, Principles of motivation, Ways of making your firm more exciting, How to motivate Tcm's Health Personnel problem.

Definition of Motivation

One of the most important factors affecting worker behaviour and performance. Motivation is described as something that energises individuals to take action and which is concerned with the choices the individual makes as part of his or her goal-oriented behaviour ^[7]. In the work context, motivation can be defined as “an individual's degree of willingness to exert and maintain an effort towards attaining organizational goals” ^[8]. Motivation is a psychological process and a transactional process that results from the interactions between individuals and their work environment. It is a complex concept and is determined by factors at various levels ^[8, 9]. According to Frederick Herzberg's well-known two factor theory from 1959, two sets of factors, namely motivation and hygiene, influence employees' working attitudes and level of performance ^[10]. Motivation factors are intrinsic factors, mainly related to the nature of the job, which increase employees' job satisfaction. Hygiene factors are extrinsic factors that prevent employees' dissatisfaction. Herzberg stated that a full supply of hygiene factors will not result in employees' job satisfaction. In order to increase employees' performance or productivity, motivation factors must be addressed ^[9].

Worker motivation is influenced by working conditions or hygiene factors ^[10, 11], including facility infrastructure and availability of resources; organizational support including supervision, training opportunities and professional promotion; and organizational structures and processes. Other contextual factors, including the characteristics of the population being served (e.g. client expectations), also influence worker motivation. **Motivation** is considered an important but complex influence on the performance of Health Personnels in Tcm or Western Medicine.

In fact, **low motivation** has a negative impact on the performance of individual Health Personnels (HPs). Health service delivery, service quality, efficiency and equity are all related to the willingness of HPs to mobilise their resources in performing their tasks ^[10]. Kanfer identifies

Two aspects of the internal motivation process. The “**will do**” aspect involves the establishment of conformity between personal goals and the goals of the organization (goal setting). The “**can do**” aspect involves the extent that individual resources are mobilised to achieve joint goals. This is dependent on workers’ perception of their competencies and the resources available in the working environment.

Worker motivation is an important but neglected facet of poor quality and low accessibility in healthcare, especially in Low Countries while nowadays including developing countries.

Motivation among rural health Personnels (HPs)

Motivation among rural health workers who are central in providing primary healthcare including different area health services, is a neglected topic. More generally, the complex interaction of the social environment on health worker motivation and performance in low- and middle-income countries has been neglected in research.

Conceptual framework

Motivation develops in HPs as a result of the interaction between individual, organizational and cultural determinants this is the benefit of Motivation that will be helpful to promote and spread tcm worldwide.

Tcm HPs’s Motivation is a prerequisite for better organizational performance. It may be described as the processes that account for an individual’s intensity, direction, and persistence of effort toward attaining a goal. In most cases, motivation stems from a need which must be fulfilled, and this, in turn, leads to a specific behavior. However, it is not only an inherent factor in individuals, but also a group incentive to act or not to act. It is defined also as an intrinsic process that psychologically directs the behavior of an individual. Furthermore, Steers et al. relate motivation to organizational performance. In the healthcare field, attaining health objectives in a population depends to a large extent on the provision of effective, efficient, accessible, viable, and high-quality services by healthcare professionals who, technically, are driven by motivation. In this era, the willingness of employees to work and stay in an organization depends on the extent to which they are adequately motivated. Ideally, every

Employee will put up a better performance if the incentive packages are rewarding and in line with the capacity to meet the needs of the individual. **In this regard, while economic factors play a crucial role in the motivation and retention of healthcare workers, including Tcm health Personnel, in healthcare facilities and other work posts**, other factors are equally as important to keeping their loyalty. The workforce in the health sector has specific features that cannot be ignored, and motivation can play an integral role in many of the compelling challenges facing healthcare today. Nowadays, the task of motivating is complicated by the nature of the economic relationship between those using the system and the system itself (physicians, patients, and hospitals) and exacerbated by the management of the heterogeneity of the workforce. Some studies contend that health organizations are faced with external pressures that cannot be effectively resolved without appropriate adjustments to the workforce; thus, the development of the workforce appears to be a crucial part of the health policy development process.

Motivation as a healthcare policy is an engine for development and growth in all facets of healthcare delivery in China, America including Africa In Africa, health workers face a hierarchy of motivations or disincentives generated by the work they do, the way they are paid, and the organizational and system context in which they work. Motivational packages are generally designed to encourage providers to furnish specific services, encourage cost containment, support staff recruitment and retention; enhance productivity and the quality of services, and allow for effective management.

According to the **WHO**, the African continent is currently facing a severe human resource crisis in the health sector which appears to have affected the delivery of quality and efficient healthcare services. Sub-Saharan Africa has the lowest health worker-to-population ratio in the whole world. This trend is getting worse according to country- specific case studies because of internal and external migration. According to **Dieleman et al**^[11]. the issue of low motivation in the work place is one major contributor to the brain drain of health workers from Africa to other countries and from rural to urban areas within the same country. For decades, researchers have been studying factors influencing performance in health organizations with emphasis on worker and work environment factors. Nurses constitute the largest human resource element in

healthcare organizations and therefore appear to have a great impact on the quality of care and patient outcomes. Job performance has often been examined in light of work attitudes such as job satisfaction and organizational commitment. **Health workers'** attitudes toward their jobs and their commitment to their employers have interested researchers because of their impact on behavior at work and quality of patient care. In Saudi Arabia, interest has been growing on issues related to performance in health organizations as a reflection of the increasing interest in quality improvement.

Numerous scholars have investigated the performance of health workers in the context of motivation. Some studies have focused on the contribution of health workers' care to patient outcomes.

The Herzberg theory states that factors which cause job satisfaction are the opposite of those that cause job dissatisfaction. Herzberg surveyed a group of accountants and engineers and came to the conclusion that employees are influenced by two factors, namely motivators and hygiene factors. Motivators, which include achievement, recognition, autonomy, and other intrinsic aspects, create job satisfaction when an individual is fulfilled. According to Herzberg, motivators pertain to job content; they are intrinsic to the job itself and do not result from "carrot and stick incentives".

They comprise the physiological needs for growth and recognition. The absence of these factors does not prove highly dissatisfying, but when present, they build strong levels of motivation that result in good job performance. They are therefore called satisfiers or motivators. These factors include achievement, recognition, advancement, the work itself, the possibility of personal growth, and responsibility.

Motivators are those factors that provide a feeling of satisfaction at work and influence the way work is done in a company; for example, giving a person responsibility for a large task within an organization and providing that person with the necessary conditions will lead to his growth and advancement to higher-level tasks. Motivators that are intrinsic are those factors that come from within an individual. These factors could be achievement, interest in the task, responsibility of a large task, growth, and advancement to higher levels. Herzberg's hygiene factors create a suitable work environment, though they will not increase satisfaction. The hygiene factors are also referred to as the maintenance factors and comprise the physiological, safety, and amity needs from Maslow's hierarchy of needs. They are factors not directly related

to the job but to the conditions that surround doing the job. They operate primarily to dissatisfy employees when they are not present. However, the presence of such conditions does not necessarily include these factors; company policy and administration, technical supervision, interpersonal relations with supervisor, interpersonal relations with peers and subordinates salary, job security, personal life, work conditions and status. Herzberg called the abovementioned factors “hygiene factors”, since they are necessary to maintain a reasonable level of satisfaction but can also cause dissatisfaction. Hygiene factors are not direct motivators, but they are necessary to prevent dissatisfaction. At the same time, they serve as a starting point for motivation. However, improvements in these conditions do not create the necessary motivation [12]. For instance, low pay can cause job dissatisfaction, which will affect employees’ performance on an assigned task. Hygiene factors are essential to ensuring that the work environment does not develop into a disgruntling situation. The basic assumption of Herzberg’s two-actor theory indicates that the productivity of health workers on the job can be increased through worker satisfaction, and this comes from a variety of factors.

In all human organizations, it is motivation that strengthens, directs, and sustains human behavior [13]. An important addition to these definitions is that motivation may be influenced by factors that are intrinsic or extrinsic to the individual. However, since intrinsic factors are relatively hard to define, emphasis is often placed on the extrinsic factors, which include the ability of managers to satisfy an employee’s needs. The sections below explain both intrinsic and extrinsic forms of motivation.

Intrinsic motivation is driven by an interest or enjoyment in the task itself and exists within the individual rather than relying on any external pressure. Intrinsic motivation is the motivation to do or act in one’s own interests or simply for the enjoyment of the activity itself. **Robbins** describes it as the desire to work on something that is interesting, challenging, satisfying, exciting, or involving. Social and educational psychologists have studied intrinsic motivation since the early 1970s. Explanations of intrinsic motivation have been given in the context of Fritz Header’s attribution theory, work on self-efficacy, and cognitive evaluation theory. Intrinsic motivation is the innate and natural propensity to engage an individual’s interests and exercise an individual’s skills and capabilities, and, in so doing, to look for and achieve optimal opportunities and challenges. This motivation comes from internal tendencies and can direct and motivate behavior without the presence of constraints or rewards.

Extrinsic motivation comes from outside of the individual. Common extrinsic motivations are rewards like money and grades, coercion, and the threat of punishment. Competition is, in general, extrinsic, because it encourages the performer to win and beat others, not to enjoy the intrinsic rewards of the activity. A crowd cheering for an individual and trophies are also extrinsic incentives. Extrinsic motivation refers to performing an activity with a feeling of being pressured, tension, or anxiety to make sure that one achieves the desired result. **Hennessey** and **Amabile** define extrinsic motivation as the motivation to do something to make sure that some external goal is attained or that some external imposed constraint is met. Extrinsic-motivated behaviors are actions that cause the attainment of rewards that are externally imposed, including material possessions, salary, added bonuses, positive feedback and evaluations from others, fringe benefits, and prestige. **Motivation** is an emotive state causing persons to want or need something intensely enough to put forth the necessary effort to achieve it. [Aduo-Adjei K et al. Motivation on Work Performance of Health Workers **Hospital Practices and Research 2016; 1(2): 47-52**], these factors are job satisfaction, logistic provision, and an enabling work environment.

Reasons of research

Academically speaking, the choice of this current subject is justified by the way in which a number of measures and conditions affects the motivation in different organization of institutions in world wide. The lack of significant motivation would be based on the poor quality of the service or work in different institutions in world wide. Around the world, the lack of knowledge of leaders and the neglect of the leaders are often responsible for the psychological and social effects caused by lack of motivation's Personnels. In view of this, we believe that this study will provide the responsible institutions to raise awareness, while understanding the motivation has a positive impact on the performance of the staff. It will also push ahead possible reflection of improvement of living's conditions and working of personnel in order to administrating a care of good quality.

In order to lift the veil of ignorance of the exact need motivation in a health institution, to evaluate the impact of motivation on quality of care in health, to contribute preventing the practice of the lack of a motivation and the marginalization of health personnel among the various different body of workers staff as a problem causing the weakness of quality of care in health or in the institution.

Definition Of Concepts

Impact, Impact, this word origin and History for impact v.c.1600, “press closely into something, “from Latin impacts, past participle of impingere “to push into, dash against, thrust at”. **Motivation**, the term motivation is one of the most used by many authors, but also the different sets. Motivation is the need or the internal dynamism which drives an individual to act in a direction towards a goal. It is also defined as a set of impulses on the needs, preferences and desires both internal and external, which encourage an individual to act in favour of it. It is also a process by which a person is insured in accordance with the conditions laid down in the act out the potential behavioural capacities in order to achieve satisfaction. **Health Personnel (Hp)**, Health Personnel Men and Women working in the provision of health services, whether as individual practitioners or employees of health institutions and programs, whether or not subject to public regulation.

Health is broadly defined as a state of complete physical, social and mental well-being and not merely an absence of disease or infirmity (World Health Organization, 1978). It is a state of optimum capacity for effective performance of valued tasks in which the individual is well and free from disease, defects and pains etc. **Health Care**, delivery system is defined as the totality of arrangements put in place by a social system for preventive, curative, rehabilitative and health promotion services in their environment. By social system, we mean different social collectives or groups, communities, nation state etc. Health care system could also be conceptualized as a system of institutions, people, technologies and resources designed to improve health of the population. According to Asuzu (2002) health system is an organization framework for the distribution of health care needs of a given community.

Common Causes Of Motivation

Among other things, recent studies reveal that 48% of employees worldwide do not even like their jobs, more than 80% of US workers feel stressed at the office, and only 30% feel «engaged and inspired» by their careers. Especially troubling for leaders and institutions or business owners, 18% are actively disengaged that is, present at work but hating every minute of it.

The facts are sobering and expensive. Beyond the frustration of having checked-out paper pushers or haters in our organizations, this lack of satisfaction and motivation costs us billions in lost productivity.

Micromanagement

Micromanagement may have good intentions - trying to get work done well - but they drive us crazy. Those disengaged employees might stay at their company and muddle through, or decide to leave for more autonomy. People do not quit jobs, they quit managers.

Lack of progress

As it turns out, money for nothing doesn't feel so great. While it might seem that we work for our salary, studies like this one show we want to feel that our work matters.

When a company can't get its act together, or when any change or new idea a worker tries to implement has to go through endless layers of red tape, employees lose any motivation or passion that they might have had. People like enough process to be effective, but not to create busy work.

Organizations should also be mindful of unnecessary rules that don't actually benefit the company. (I.e. restrictive office hours, Internet usage, or vacation policies) When they start to feel controlling rather than efficient, employees bristle.

Job insecurity

When we're on a sinking ship, we start preparing for the jump. Employees who work for unstable companies or in jobs deemed expendable will only invest enough to keep getting their paycheck while they look elsewhere. The rest of their energy will be spent sharing rumors with co-workers, updating their resumes and planning their next move.

As a leader, it's extremely difficult to keep your best talent in place during uncertain times. The best you can do is to communicate frequently, and give your team a sense of loyalty and trust. You can't make people stay, but you can encourage transparency on both sides so you're not surprised.

1. No confidence in company leadership

We don't have to love our leaders to be happy, but we can't believe they're incompetent. Once we lose faith in where our company is heading, then our loyalties fray and we cease to wholeheartedly follow. We can even get subversive.

Fellow Forbes contributor George Anders cites a recent study that confirms the importance of excellent workplace leadership, saying, "bosses who inspire confidence, who show faith in their employees, and who communicate an inspiring vision...are rewarded with a workforce that is ready to get things done."

2. Lack of recourse for poor performance

When we go to work, we like to be rewarded and recognized for our contributions. If this isn't happenings, or worse, people doing mediocre work are getting the same treatment as strong performers, it's natural to just turn off and do your job on autopilot. Companies that don't deal with performance issues bring down the average for everyone.

3. Poor communication

A seasoned journalist I worked with years ago said this about workplace dynamics: "Never attribute to conspiracy what incompetence can explain." In the absence of information, rumors thrive. Employees end up guessing, confused, and frustrated. If there's not an avenue to communicate back to leadership for clarification, it gets even worse. Having to spend large amounts of time getting the information we need to do our jobs is exhausting.

Not only does clear communications throughout the organization make for an efficient workplace, as this article points out, it has a major impact on employee morale and confidence.

4. Unpleasant coworkers

In my 20s, I had a job that didn't pay much nor provide exciting work, but I loved going to work every day because of my co-workers. We were a tight-knit team that worked together all day then went to happy hour after work. The importance of working with people we like can't be overstated. Friendships make up for a lot of ills, and the reverse is also true. A well-paying, career-enhancing job with a group of back-stabbers is a recipe for stress and misery.

As Gallup research has shown for years, and professor Christine M. Riordan reports, "close work friendships boost employee satisfaction by 50% and people with a best friend at work are seven times more likely to engage fully in their work."

5. Lack of interest

Some tasks are uninteresting and that makes them difficult to engage in. People require frequent rewards. Micromanagement saps the life out of us, causing apathy at work. In an eye-opening article on the dangers of Micromanagement, HBR blog contributor Christina Bielaszka-Duvernay writes, «Because a consistent pattern of micromanagement tells an employee you do not trust his work or his judgment, it is a major factor in triggering disengagement. »

6. Low Salary

Poor working conditions: health workers complain more about maladministration than working conditions

7. Depression

Depression tend to steal your energy and motivation. When you are struggling with depression, it can be difficult to get through the normal tasks of daily life. That means it is a struggle to go to work and accomplish what it is recommended you to do.

Types Of Motivation

INTRINSIC MOTIVATION AND EXTRINSIC

Intrinsic Motivation

Intrinsic Motivation means that the individual's motivational stimuli are coming from within. The individual has the desire to perform a specific task, because its results are in accordance with his belief system or fulfills a desire and therefore importance is attached to it. In additional, it is a type of Motivation in which an individual is being motivated by internal desires.

Extrinsic Motivation

Extrinsic motivation is motivation that comes from things or factors that are outside the individual. For example being motivated to work hard at the office because you are looking for a promotion is a type of extrinsic motivation. Social recognition, money, fame, competition or material achievements are all examples of extrinsic motivation.

By Kathleen Listman (Oklahoma City, OK, USA)

The line between intrinsic and extrinsic motivation is Fuzzy. If I desire acceptance or power and make effort to gain these, I am still working towards something given to me by others, just like receiving a payment or employee of the month. The difference is that my motivation is influence and control, rather than material gain. If I am curious for knowledge that is because learning give me pleasure, just as entertainment or delicious new dish gives someone else pleasure. The difference is not so much internal and external motivators as much as different goals making it appear that I am working based on motivation from within or from without.

Motivated to succeed: In order to succeed in **life**, you have to be **Motivated Mentally, Physically, Spiritually, Emotionally, and Psychologically.**

Motivation Techniques and Theories

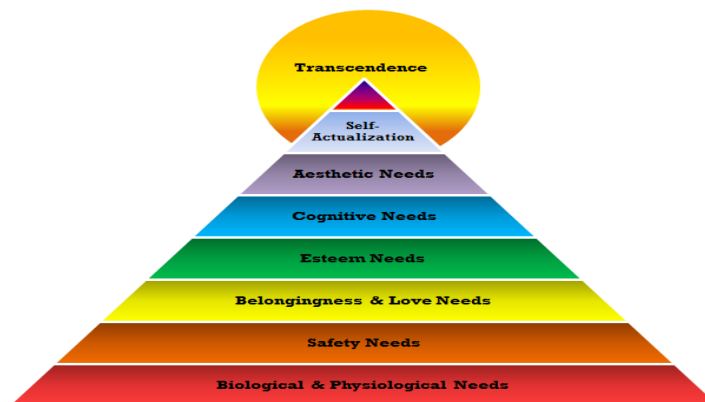
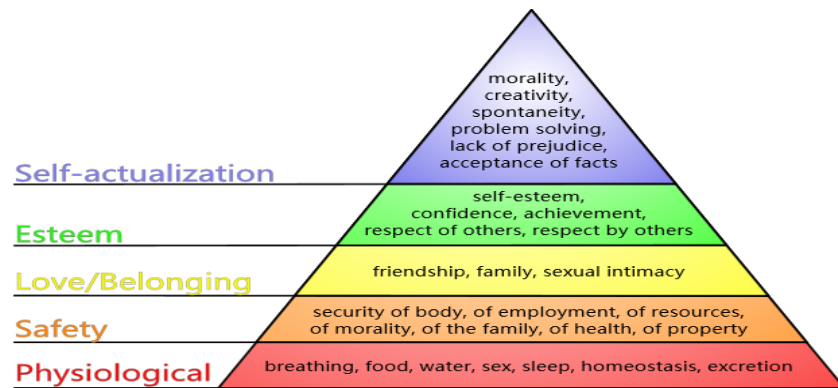
In contrast to the suggested theories of motivation of Bass (1985), McGregor (1966), Mayo (1945) and Roethlisberger and Dickson (1961), Herzberg (1959) found that job satisfaction is initiated through the identification that most people have two kinds of work-related drives: growth needs and avoidance needs. By growth needs, Herzberg described certain job elements (e.g. recognition, advancement and job enhancement) that motivate workers. **Maslow's (1954) Hierarchy of Needs theory** described five basic needs: physiological needs (food, water, sleep, oxygen, warmth, and freedom from pain), safety, social belonging, esteem and self-actualization.

Abraham Maslow's hierarchy of needs

(Abraham Maslow 1943)

What motivates people to reach their full potential? Why do some people look like they have it all figured out while others stumble in mediocrity all their lives, blaming chance for their missed opportunities? The answer to these questions comes from the psychologist Abraham Maslow who has developed a simple and easy to understand system that is said to hold the key to a person's self-actualization. Maslow's "**Hierarchy of Needs**", as it is called, **depicts a five-level pyramid** that holds on each level starting from the most basic to the most complex of human needs from the ground up. The reason it is called the hierarchy of needs is because according to Maslow, it is necessary for an individual to fulfill the needs from the base of the pyramid in order to gain access to the second level and thus be able to move up the pyramid. The Maslow theory suggests that only after the individual has satisfied the need from the top of the pyramid will he reach self-actualization.

Pyramid of Needs of Maslow



TO PURSUE THE GOAL OF MOTIVATION VIEW IN TCM

Traditional Chinese medicine (TCM), system of medicine at least 23 centuries old that aims to prevent or heal disease by maintaining or restoring yinyang balance. China has one of the world's oldest medical systems. Acupuncture and Chinese herbal remedies date back at least 2,200 years, although the earliest known written record of Chinese medicine is the *Huangdi* (*Huangdi Neijing*, 《黄帝内经》) (*The Yellow Emperor's Inner Classic*) from the 3rd century BCE [14, 15, 16]. That opus provided the theoretical concepts for TCM that remain the basis of its practice today. In essence, traditional Chinese healers seek to restore a dynamic balance between two complementary forces, yin (passive) and yang (active), which pervade the human body as they do the universe as a whole. According to TCM, a person is healthy when harmony exists between these two forces; illness, on the other hand, results from a breakdown in the equilibrium of yin and yang.

The Traditional Chinese Medicine approach to medicine began to grow in popularity in the West in the 1970s, when ties to china opened. Then in 1972, the United States became interested in acupuncture after an official visit by President Richard Nixon. Since then, the Chinese

government has started to invest in research funding to support the studies in the field acupuncture [WHO]. Furthermore, in 1975, entrusted by WHOM, three international training centers of acupuncture and Moxibustion were set up in the cities of Beijing, Shanghai and Nanjing respectively in china, where a great number of acupuncturists from different countries and regions have been trained. However, in 1979, WHO assured that 43 kinds of diseases are suitable indications for acupuncture and Moxibustion therapy. According to available statistics, More than 300 kinds of diseases in the specialty areas of internal medicine, surgery, gynecology, pediatrics, five sense organs and dermatology can be treated by acupuncture and Moxibustion. In addition, in November 1987, the world Federation of acupuncture-Moxibustion Societies was established and the 1st international conference on Acupuncture and Moxibustion was held in Beijing. Since then, six such conferences have been held ^[15].

Composed of 55 associations worldwide with its headquarters located in Beijing, world Federation of Acupuncture-Moxibustion Societies is the biggest acupuncture organization in the world. In 1997, it was clearly stated in the specialist's hearing of the national Institute of Health (NIH) of the United States of America that acupuncture can be effectively used for a wide range of diseases because of its significance therapeutic effects and few side effects.

ADVANTAGE TO MOTIVATE TCM'S HEALTH PERSONNELS

Most employees need motivation to feel good about their jobs and perform optimally. Some employees are money motivated while others find recognition and rewards personally motivating. So therefore, Motivation levels within TCM's practionners have a direct impact on Traditional Chinese Medicine productivity in world wide. Within TCM's practionners who are motivated and excited about their jobs carry out their responsibilities to the best of their ability and production numbers increase as a result. The advantage of Motivating practionners of Tcm can produce quality work to promote and spread Traditional Chinese Medicine in Africa, and worldwide.

SUGGESTION

We suggest that Tcm's Health Personnels may be supporting and motivating in order to promote and spread Traditional Chinese Medicine worldwide. The whole world is in need of

Tcm for the help of population worldwide, while Africa is more often in need of TCM, even if there are challenges of people who are not easy to believe and trust on it, it's still welcomed to Africa.

Our suggestion is the Implementation of Acupuncture & Moxibustion clinics and TCM Clinics in Hospitals into Africa countries including a Chinese Herbs Factories laboratories and Acupuncture & Moxibustion tools Factories and products...**It's suggested that Cultural exchanges of students and teachers should be more adverting** to develop creative practical courses for local medical practitioners and students by sending Chinese doctors and teachers in Africa while organize internship of African students towards Chinese Universities and Hospitals. In fact **Marketing network of peripheral products related to Traditional Chinese Medicine and Culture should be promoted including** Chinese Languages Training School and Chinese Cultural Centers in Africa...

CONCLUSION

Therefore, we find that Motivation is very important for TCM to improve the Health Personnel performance and productivity of the organization. A motivator is that which impels or compels an individual to act toward meeting a need. Some major motivational theories will also be explored. Practical ways of applying these theories to real people will be considered.

A Higher Chance of Meeting the Company's Goals

We also suggest that Tcm has its goals, which can be achieved only when the following factors are met:

1. There is a proper resource management
2. The work environment is a cooperative one
3. All employees are directed by Tcm's objectives
4. Goals can be reached if cooperation and coordination are fulfilled at once through motivation.

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Dedication

Not mentioned.

Conflicts of Interest

There are no conflicts to declare.



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