

mcclelland theory

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David McClelland - Wikipedia

McClelland is credited with developing Achievement Motivation Theory, commonly referred to as "need for achievement" or n -achievement theory. [2] A Review of General Psychology survey published in 2002, ranked McClelland as the 15th most cited psychologist of the 20th century.

David McClelland | Department of Psychology

An expert in human motivation, David McClelland joined the Harvard faculty in 1956, where he taught and conducted research for 30 years. He was the Chair of the Department of Social Relations from 1962-1967.

David McClelland Appointed Head of the Santander US Auto Business

McClelland was appointed last year to lead Santander's global auto partnerships with OEMs, bringing over 20 years of auto finance industry experience to Santander.

David C. McClelland | SPSP

McClelland is most widely known for his research on achievement motivation. Working with John Atkinson in the years immediately following World War II, McClelland devised a thematic, narrative-based method for assessing individual differences in a person's desire to achieve excellence.

Santander US Taps David McClelland to Drive Auto Business...

Santander Holdings USA has appointed industry veteran David McClelland as Head of its US Auto business, aiming to leverage his global auto finance expertise. McClelland's leadership is expected to strengthen strategic OEM partnerships and power the expansion of Santander's auto lending operations across North America.

David McClelland Appointed Head of the Santander US Auto Business

BOSTON & DALLAS, January 26, 2026--Santander Holdings USA, Inc. ("Santander US") announced that David McClelland has been named Head of the Santander US Auto business, effective today. McClelland ...

David McClelland Appointed Head of the Santander US Auto Business

McClelland was appointed last year to lead Santander's global auto partnerships with OEMs, bringing over 20 years of auto finance industry experience to Santander. In addition to his primary role leading Santander's US Auto business, he will also have responsibility for leading Santander's Auto businesses in Canada and Mexico, and for continuing to advance strategic global OEM ...

David McClelland appointed to lead Santander US Auto business

BOSTON - Santander Holdings USA, Inc. announced Monday that David McClelland has been named Head of the Santander US Auto business, effective immediately. McClelland succeeds Bruce Jackson, who is ...

Congresswoman Jennifer McClellan | Representing the 4th District of ...

- Today, Congresswoman Jennifer McClellan (VA-04) announced the launch of the 2026 Black History Month Essay Contest for middle school and high school students across Virginia's Fourth Congressional District.

McClelland's Human Motivation Theory - Mind Tools

McClelland's Human Motivation Theory states that every person has one of three main driving motivators: the needs for achievement, affiliation, or power. These motivators are not inherent; we develop them through our culture and life experiences.