

## FRAMEWORK TO SUSTAIN INSPIRATION

Mohamed Buheji  
University of Bahrain, Bahrain  
buhejim@gmail.com

Dunya Ahmed  
University of Bahrain, Bahrain  
dr.dunya@hotmail.com

### **Abstract:**

The purpose of this paper is to identify issues related to how inspiration can be sustained, within individuals, organizations or communities. More over to highlight importance secret of inspiration when it is turned into action that motivate surrounding positively continually, by using moral motives via various methods of communication, until inspiration becomes a norm for both “inspirer and inspired”. The study design conceptual framework, by analyzing examples of individuals, organizations and communities to utilizes philosophical hermeneutics to cultivate an understanding sustain inspiration and to explore its conceptualizations to inform future research. Given that the paper design conceptual framework of the phenomenon only, further investigation on how sustain inspiration can be maintained and counties its affect in motivating others is required. Research on sustainable inspiration is at a formative stage. This paper represents an initial foray into the space where scholarly knowledge on sustainable inspiration theory to provide greater insight into the topic.

*Keywords: Inspiration, Sustain, Motive, Norm*