

Yuliia Sirko

Research supervisor: Andrii Buiak

Candidate of Economic Sciences, Associate Professor

Language tutor: Iryna Levandovska

Candidate of Pedagogic Sciences, Associate Professor

Ternopil National Economic University

MOTIVATION OF EMPLOYEES AT THE ENTERPRISE IN MODERN CONDITIONS

Motivation is one of the leading functions of management. An effective manager tries to convince employees to work better and to maintain an interest in their work. Employees must achieve the goals of the organization voluntarily and creatively. Managers use material and moral motivation. Moral motivation in some cases is more active than the monetary reward for the performed work.

The system of a person motivation is important component in the management of personnel in an organization. A properly designed system of motivation allows achieving goals quickly. The success and result of the company depends on this.

Well-motivated staff is one of the most important factors which affect the company's development nowadays. Weak motivation of staff ranked a third place in the list of reasons that influence the business growth. Accordingly, managers put the high degree of motivated subordinates on the first place among internal factors to enhance the competitiveness of a business.

Stimulation to work is the establishment of the monetary compensation level, tariff rates, surcharges, rewards, the assignments of complex and responsible tasks, business trips at the expense of the enterprise.

The problem of material motivation for countries with market economies, which includes Ukraine, is particularly relevant. This is due to the main reason – the low income.

Managers use a variety of methods of material motivation. This can be a cash payment (bonus) based on the results of the work or special individual remuneration as a value recognition of a worker.

The basic modern systems of personnel motivation are as follows:

– wage rate;

- additional payments;
- health care;
- insurance;
- travelling abroad.

An interesting way to improve motivation is to motivate or compensate by free time. This form of non-monetary motivation hasn't yet spread in the practice of Ukrainian enterprises, but the experience of using it by foreign firms shows the need to introduce a system of compensation for free time at the enterprises of these countries.

The main non-material incentives are:

- clearly stated objective,
- the increased responsibility of each employee,
- public recognition of merit,
- the reduced working day,
- the increase of vocation,
- flexible work schedule,
- the provision of rest.

To manage people is important for the enterprise. Managers apply a variety of methods and technics for employee incentives. However, the primary consideration is given to material motivation. It is worth remembering that choosing a system of motivation should necessarily take into account the needs and interests of employees. The process of implementing this system should be aimed at achieving a certain result – satisfied employees who are committed to their work.

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