

ROLE OF MOTIVATION IN ORGANIZATION

Motivation is one of the most important factors, the effective use of which can help solve a complex set of socio-economic problems. Motivation in the organization is the process of motivating each employee and all members of the team to actively work to meet the organizational needs and to achieve organizational goals. According to MacRae and Furnham (2017), “motivation is the difference between action and inaction. It is the difference between thinking about doing something and getting it done. It is the difference between average and excellent performance. Without motivation, there is nothing” [2]. Ncube and Zondo (2018) stated that “motivation is a process that accounts for an individual’s intensity, direction and persistence of effort towards attaining a goal, however, high intensity is unlikely to lead to job performance outcomes unless the effort is channeled in a direction. Robbins et al. (2011, as cited in Ncube and Zondo, 2018) added that the persistency dimension measures how long a person can maintain their effort. Motivated individuals stay with a task long enough to achieve their goal [3].

The main tasks of motivation include the formation of each employee’s understanding of the nature and importance of motivation in the process of work; training of staff and management in the psychological foundations of communication; formation of democratic approaches to personnel management. However, problem solving requires an analysis of the following phenomena: the process of motivation in organizations; individual and group motivation, if any, depending on them; changes in the motivation of human activity in the transition to market relations. Fields such as management, human resources and psychology are not immune to trends. Different theories of motivation rise and fall, while different techniques to motivate employees are constantly emerging [1].

According to Fowler and Blanchard, three skills are required for activating own positive energy, vitality, and sense of well-being:

1. Identify your current motivational outlook by recognizing and understanding your sense of well-being and your underlying reasons for doing what you are doing.
2. Shift to (or maintain) an optimal motivational outlook by using the MVPs of self-regulation to satisfy your psychological needs for ARC.
3. Reflect by noticing the difference between having a suboptimal motivational outlook and having an optimal motivational outlook [1].

However, Fowler and Blanchard stated that teaching leaders to motivate and be self-motivated is hard. It is not because leaders are often closed to new ideas, satisfied with their current attempts to motivate people, and are satisfied with motivated employees. Teaching leaders about motivation is difficult because they believe their job is to motivate others – not themselves [1]. Some leaders want control. Others might not feel like they are leading if they are not bossing,

supervising, or managing someone. Therefore, teaching leaders the three skills of motivation is also a challenge. Leaders are responsible for achieving the goals of the organization. They want to know how to motivate people now. They have little patience for learning to use the skills of motivation for them and then facilitating others through a motivational shift [1].

References:

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2. MacRae, I., & Furnham, A. (2017). *Motivation and performance: A guide to motivating a diverse workforce*. Kogan Page Ltd.
3. Ncube, T. R., & Zondo, R. W. D. (2018). Influence of self-motivation and intrinsic motivational factors for small and medium business growth: A south african case study. *South African Journal of Economic and Management Sciences*, 21(1) doi:<http://dx.doi.org.library.capella.edu/10.4102/sajems.v21i1.1994>

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BRAND IDENTITY DURING A WAR: WHAT IS IT GOOD FOR?

Over the past couple of years, E-Commerce has steeply risen due to the COVID-19 pandemic, technological developments, and just natural processes of business evolution. We can, for sure, state that E-Commerce will only grow more competitive. Millions of businesses start every year, hence staying unique, attractive, and authentic becomes a harder goal to achieve. So it's critical to know what actions need to be taken, and what points should be kept in mind in 2022 to promote your business and set you far apart from your competitors.

Brand Identity is what makes a business stand out among other ones. Customers are more likely to purchase from brands that share their values. So, now it is high time to open up to the world and tell your story, share your values, and clearly state your views, whether it's politics or ecology.

We are witnessing numerous international brands leaving the Russian market because of the Russian invasion. Giants such as Apple, Google, Meta, British Petroleum, MAERSK, and a couple of hundred other brands have spoken against the dictatorship and cynical Russian government. Some companies could not exit the market immediately due to complex franchise agreements.

Not only did some just leave the Russian market but now also provide financial support to Ukrainian refugees and the Ukrainian army and are helping in the informational war too. For instance, to fight Russian propaganda, Facebook has