

ROLE OF MOTIVATION IN THE EFFECTIVE ENTERPRISE

In terms of socio-economic development prevailing in Ukraine, inefficient use of human resources, on which depends largely on the rise of the domestic economy, welfare and quality of life, reduces productivity, lack of appropriate profit, budget cuts, etc.

In connection with this important task is to create the proper conditions for productive staff for the discovery and development of his abilities and creativity. Relevant problems remain to determine the most effective in this period, leverage staff development and introduction of motivating systems to establish a close link between wages and worker efficiency of its operations, skills, qualifications, personal initiative and allow you to modify the behavior required for Company direction that will ensure achieving high production results [1, 4].

Studies on the motivation of work has both theoretical and practical importance. The way to understand a particular employee and his career is guided by what motives he depends on his attitude. The task motivation is to give effect to employee capabilities associated with its skill, education and professional training, development of labor potential, desire for self.

Building an effective motivation system in the company is an important strategic task. It has a direct impact on productivity, and hence to competitiveness in the marketplace. Besides the motivation - the most important factor to attract higher quality workforce, saving valuable staff, staff development organizations in terms of production and updating of rapid environmental changes [4].

The essence of the motivation is to design such a system of incentives that would ensure production of high quality products and the profitability of their work, but that, above all, should be of interest to each individual employee for efficient, high-performance work. This system includes wages, to create normal conditions for the reproduction of labor power, labor, ie workers' housing, health services, education and other [2].

The main objective process of motivation - it's the ultimate use of human resources, which allows to increase the overall efficiency and profitability of the company. No management system can not function well, if not developed an effective model of motivation that encourages a particular worker and staff to achieve personal and common goals.

Today, well-motivated staff is one of the most important factors affecting the company. Not surprisingly, poor staff motivation is third in the list of obstacles to business growth. Accordingly, a high degree of motivation of subordinates, current leaders tied for first place in a number of internal factors increase the competitiveness of their business [9].

Wages are motivating factor only if it is directly related to the results of labor. Workers need to be sure of the existence of stable relations between the received material compensation and productivity. But special research showed that encourages workers not the salary, and the real possibility of growth, fair appointments employees bonuses etc. [1, 3].

Personnel motivation system includes not only economic incentives but also intangible, such as the possibility of further professional development, personal recognition, enriching personal knowledge and skills, providing a certain level of autonomy in solving production problems and confidence in the future.

An analysis of non-financial motivation of labor activity of the personnel of enterprises should be noted that the most effective way of encouraging staff is immaterial to attract workers to manage the affairs of production, which is especially important in corporate organizations [7-8].

Also play important condition of employment. They may be attracted close to comfortable. Then the man works with great pleasure, as provided interacting with powerful forces that contribute to the formation of a strong work motivation of employees [5].

Therefore, equally important component of employee motivation is the organization - motivation factors. The most important factors include organizational motivation:

- maintenance of favorable hygienic conditions
- facilitate administration of lifelong learning, self-improvement, spiritual and cultural development workers

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- attract employees to participate in production management;
- maintaining workplace favorable social and psychological climate;
- creating favorable conditions for rest and recovery workers, high workplace [9].

Recently, the majority of enterprises and encouraging staff motivation are in poor condition. Now every third inhabitant of Ukraine salary is not enough for the necessary. Falling real wages in the fields of economic complex of Ukraine was associated with decreased productivity.

Therefore particularly important research tool enabling wages, as in market transformation and development of the crisis pay not equivalent to the cost of labor and do not fulfill its purpose of stimulating [6].

So motivation is not a simple element. To ensure its effectiveness should be combined into a single system efforts, working ability, the results of their work, compensation and satisfaction.

Literature.

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ЕЛЕКТРОННІ ГРОШІ В УКРАЇНІ

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