

MOTIVATION AS PART OF THE STRATEGY DEVELOPMENT OF LABOR POTENTIAL

Increased motivation and incentives effective work is a basic condition of the economy in any society. One of the areas of rationalization of business management is creation an effective motivational complex employment potential.

Motivating the company associated with the desire of employees to work, consistent with the will of the leadership, through appropriate selection of methods, tools and techniques to stimulate labor. Thus, the essence of motivation is subjective orientations associating workers with the process of implementation of the tasks of economic entities to which they are.

There are considering several types of employee motivation in the literature. However, the most common among them are motivated by goals and motivation of achievement. The motivation for tasks enables employee:

- receive a reward in the form of property (bonuses), increased recognition;
- be sure to employment, their own professional development, etc. [5].

Motivation achievements is a journey to success. Its main components are the hope of success and fear of failure.

Widely interpreted the scope of motivation in enterprises covers

- problems of management staff;
- material factors, including: salary, bonuses, compensation, benefits, etc.;
- intangible factors, among which are the possibility of increasing stabilization and self-employment, an interesting and varied work, low stress, the ability to self-improvement, the prestige of the company and the possibility of its development, good relations with staff;
- assessment system for employees [1].

Motivational role of these factors are different for individual employees. For some, the most important is the value of wages, the other - the possibility of self-realization. These differences arise from the different levels of knowledge workers, their age, education, material status, etc.

Motivation at various levels (groups, companies, state) is different in the elements, structure, orientation.

Efficient use of labor potential should be carried out through a system of progressive motivators and incentives for highly productive work as a system that combines physical, social and moral incentives. Accordingly, the organization of incentives and progressive impact on motivating people to do too multifaceted and diverse.

Modern approach to understanding the progressive motivation is motivation and relationship analysis suggested demand for employee incentives based on their relevance to meet the constantly growing needs.

In the practice of business management can coexist various motivational mechanisms. At different stages of economic transformation, these mechanisms will certainly have their own specificity, which depends, first, on the strategic orientation of the company and staff, and secondly, the level of development needs and opportunities to meet them on the micro-macro levels in the third, the relations of property and organizational culture [4-5].

The main tool for motivating employees in the company are financial incentives. Selection of items of material incentives will depend on the subject, which directed package. The material elements of motivation now treated as so-called package of proposals employee incentive that is versatile to work for the economic growth of the company in general, as key to the success of the enterprise is qualified and reliable personnel. One package will be sent to the managers of responsibility centers, the other is - to workers who are subject to them. This implies the need for flexible adaptation to the preferences of the package as workers and to changing needs and business opportunities. Motivation to improve efficiency

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in this center of responsibility is greater, the more you can link the effects of a reward. So this is essential to proper measurement of the effects of the labor centers

Within the fund premiums accrued appointed premiums for managerial personnel, responsibility centers and workers. Managers who follow the budget execution should be held accountable for the effectiveness of their work in a range subject to their control, within which they can make decisions. Managers can not only match the results directly depend, for example, the conditions of the world economy or price trends in foreign markets. The main task of management is to achieve goals. Therefore, they should be sufficiently motivated to achieve the best results subordinate responsibility centers

Direct employees of the company is also an important subject of bonuses, because the effectiveness of their work affects the results of responsibility centers. Prize must be clearly defined, and workers - in this mode, aware of a way to measure the effects, the grounds for bonuses. Prize must be a significant part of the basic salary (20-50%), so the extent to which the objectives translated to the level of bonuses was palpable. Workers can receive "extra premium" for works on special assignments leaders who are not in the range of duties [2-3].

So, the idea of material incentives should be clearly defined, ranging from planning funds for wages and the provision of bonuses to employees and managers of responsibility centers. Otherwise, the bonus system can lead to conflicts between cooperating among themselves centers and groups of workers due to unreasonable and incomprehensible privileges some to others. An employee who is aware that his involvement and contribution of labor is directly related to the consideration received and additional material incentives will work better. Also performed the pleasure of his work will be greater. And, therefore, more productive labor group of people has a direct relation to the overall financial results

Literature.

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**ФІНАНСОВІ РЕСУРСИ ПІДПРИЄМСТВ:
ДЖЕРЕЛА ФОРМУВАННЯ ТА ЕФЕКТИВНІСТЬ ВИКОРИСТАННЯ**

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