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TOPICAL PROBLEMS OF MOTIVATION FOR EFFECTIVE WORK OF THE ENTERPRISE

ABSTRACT

During the whole time of economic thought, enterprises participating in a market economy gained competitive advantage due to various factors, material resources, raw materials, advanced technology, qualified work force, and even the mentality of people. Nowadays, there is one of the most effective factors for "players" in the economic field - motivation.

In our country the concept of motivation, due to the democratization of production, is becoming more and more important. Motivation of workers determines how successful the organization will become.

In Ukraine, the mechanism of motivation is not enough effective. Domestic enterprises are seeking how to motivate people from the experience of foreign organizations and companies. Today is becoming increasingly important individual approach to employee. If we take into account their needs, desires and incentives results of work will not keep waiting for the company. Therefore, the motivation of labor remains today one of the most important issues in human resource management.

The most common classification methods of motivation are as follows:

1. Economic methods (direct, indirect)
2. Organizational methods.
3. Moral and psychological methods.

The economic methods, as already noted, are material incentives. They are based on the meaning that every person needs material rewards. The main forms of direct economic incentives are: basic wage; additional salary compensation; prizes; different types of payments (this may include such methods as the payment of employee motivation to work towards additional payments in the event of travel, etc.).

Indirect methods of material incentives include the following types of:

- granting to worker official car;
- provide workers to vacation in recreation centers;
- providing employees with opportunities for integrating into social organization;
- opportunity to purchase products of the company by employees at below market prices.
- Organizational methods of motivation are divided into:
 - motivation goals (providing employees the opportunity to participate in the generation of the basic objectives of the enterprise, setting specific goals to each employee);
 - interest in individual differentiated labor;
 - providing employees the opportunity to participate in the enterprise;

Moral and psychological methods - a set of actions aimed at comfortable working conditions for workers, support their psychological state. These methods include comfort conditions, public appreciation of the achievements of the individual, the organization of psychological training for the community as a whole, common recreation manager with the staff, establishing friendly relations manager with subordinates.

Motivation is a comprehensive approach to the activity of the head, which can not be a one-time participation in the life of the company, but a complex system of actions aimed at the total synthesis work and motivational structure of the enterprise. Effective motivation process begins with the selection of information on the factors influencing the staff continues by determining the needs of each individual, his place in the team, made up of all kinds of promoting and

defined the role of the manager in this system. Motivation is a very powerful factor in achieving competitive advantage, and its process – a multifaceted system with a variety of options to stimulate employees. The most attractive option for the development of incentives for workers, especially young people in the company, is an extensive system of motivation PFP, she provides the necessary incentive to the employee not only to achieve his own material well-being, but also be part of a team to achieve successful results.