

THE ESSENCE AND CONTENT OF THE CONCEPT OF EMPLOYEE MOTIVATION IN BUSINESS MANAGEMENT

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Abstract

"Motivation is creating a desire to act in the employees of the enterprise in accordance with the tasks assigned to them according to the general plan of achieving the organization's goals." In addition, the phrase "to create a desire to act" should be noted - this is a very important aspect. The system of fines cannot be called an incentive, because fines do not encourage correct behavior, they prohibit wrong action, at most - inaction. This is why fines should never be the first priority in an effective incentive scheme. This is especially true for leaders.

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The overall motivation of employees depends on themselves and their colleagues. It follows that motivated leaders motivate themselves and those around them, directing the process towards an increase in overall motivation. Unfortunately, this same process works in reverse—disillusioned leaders begin to show negative feedback to others, and if the number of disillusioned outnumbers the motivated, overall motivation declines regardless of top management's actions. It is for this reason that every action to improve people's motivation should be done with care and consideration of the results.

The best department heads are those who can positively motivate their employees and other leaders no matter what. The stability of the company is right on their neck, because in all changing situations, motivation falls by itself, so it is necessary to use all the forces to motivate those around.

Achieving the goal of the enterprise - ensuring high efficiency in production depends on the personnel performing their duties diligently and showing initiative. For this, employees must be genuinely interested in their work.

Stimulating cocktail activities, which allow to achieve specific, predetermined results, provide the necessary conditions to satisfy the important social needs of the employee, and create the necessary conditions for the formation of interest (motive) in cocktail.

The system of interest and promotion of the cocktail should be based on a certain basis - the normative level of the cocktail activity. The involvement of the employee in labor relations implies that he performs certain tasks for a pre-agreed, specific salary. In this relationship, stimulation is not necessary.

These relations are monitored, and factors related to the application of punitive measures are in force for non-fulfillment of the established requirements. These penalties, including loss of material benefits, may result in partial payment of the agreed wages or termination of the employment relationship.

The employee must know what requirements are set for him, what kind of salary he will receive if he strictly complies with these requirements, and how he will be punished if he violates the specified requirements. Discipline always has the characteristics of coercion and limits the possibilities of behavior within a certain framework.

However, the distinction between controlled and interested activities is highly contingent and variable. For example, an employee with a strong interest in cocktails is disciplined, conscientious, and treats these things as his moral standards.

If the system of incentives for cooking originates from the administrative-legal style of management, it does not take the place of this style. Labor incentives are only effective if management bodies can achieve and maintain the level of work they are paying for. The purpose of the incentive is not to induce the person to drink, but to encourage him to drink more effectively than prescribed in the drinking relationship.

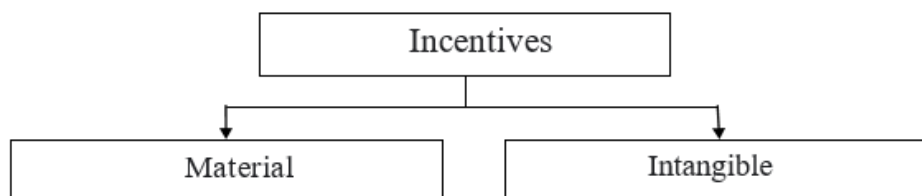
Cocktail incentives have several functions:

Economic function. It is manifested, first of all, in the promotion of the cocktail, in helping to increase production efficiency. This is reflected in the increase in productivity and product quality.

Moral function. It stimulates the spirit, forms an active life position, and creates a healthy moral and social environment in the society. It is of great importance to form the incentive system taking into account traditions and historical experience.

Social function. It is provided by the formation of the social system of the society taking into account different levels of income. And these incomes depend in many ways on the influence of motivational factors on different people. In general, it is well known that the formation of interests ultimately depends on the development of the individual, the organization and encouragement of social interaction.

In turn, incentives are tangible and intangible. Cocktail promotion is a complex process. There are certain requirements for organizing this work. They mainly consist of:



Consistency refers to the combination of moral and material, collective and individual incentives. Their importance depends on approaches to personnel management, experience and traditions of the company or firm. Complementarity also requires the presence of counterincentives (antistimuli).

Adding material and moral stimulation methods. Both of these types of incentives are very effective. When applying them, the level of economic development, traditions, material condition of the employee, age and gender should be taken into account. For example, financial incentives are more effective if the employee is young.

However, this does not mean that the use of moral stimulation is not effective.

According to scientists, in a stable state of the economy, when an employee reaches the age of 50, material and moral incentives are almost equally important for him. Ignoring or overestimating motivational factors and types is harmful for effective management in the enterprise.

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