

48. THE SYSTEM OF MOTIVATION AT THE ENTERPRISE – SUBJECT OF FOREIGN ECONOMIC ACTIVITY

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Introduction. The role of man as the main productive force of society in the process of economic development is constantly growing. Various modifications are also taking place in the value and motivational structures, that is, in the understanding of people for what they should act on which ideals to rely on.

Materials and methods. The study used general scientific and special methods. Namely, the method of analysis and synthesis and scientific abstraction. The information base of the research is the work of domestic and foreign scientists, articles published in Internet sources.

Results and discussion. Motivation is a combination of objective and subjective factors that cause an individual to behave expediently or in an appropriate manner. The main content of the motivation involves three key concepts: efforts, organizational tasks and individual need [1].

The motivation of employees of the department of foreign economic activity plays an important role in the work of the enterprise and enables the enterprise:

- do not lose potential profits;
- reduce staff turnover;
- effectively managed human resources;
- improve the quality of work;
- to ensure the maximum return on workers.

In order to organize the employees of the department of foreign economic activity, an effective system of motivation is obligatory, that is, the creation of an incentive for employees to work and encourage them to work with full efficiency to achieve personal and entrepreneurial goals.

In modern practice determined the following types of staff motivation: extrinsic and intrinsic. Extrinsic motivation means that the individual's motivational stimuli are coming from outside. In other words, our desires to perform a task are controlled by an outside resource. As for the intrinsic way of motivation, first of all the worker is interested in moral satisfaction. Of course every worker wants to have a big salary, rewards and bonuses, but this does not always bring a high level of satisfaction. Therefore, also is very important to implement non-monetary encouragement as personal public praise, team competitions, thanks to which one wants to be the best, career ladder and future prospects, comfort and friendly atmosphere. We suppose, it is necessary to be able to correctly combine these methods in order to achieve effective results and obtain the desired feedback from subordinates. Since each person has different values and sources of influence, a competent leader should study his subordinates in order to know how to use leverage [3].

Conclusion. So, we can assume that the motivation system is an integral part of the activity of any company; therefore it is necessary to know the basic rules and techniques for improving this process in the organization.

References

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