

30. PROBLEMS OF MOTIVATION IN THE COMPANY

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Motivation is the process of conscious choice by a person of a particular type of behaviour caused by the complex influence of external (incentives) and internal (motivation) factors.

Type of motivation is the overwhelming focus of the individual to meet the identified needs. These types can be greatly dependent on the purpose of the study.

We usually distinguish the following types of motivation:

1. Workers focused primarily on content and social significance of labour.
2. Employees are focused mainly on labour and other unearned wealth.
3. Employee's values of various importances are balanced.

R. Daft gave the following definition of motivation: «Motivation of a person is determined by external or internal forces which result in his or her enthusiasm and devotion in the performance of certain operations.»

Thus, motivation is a combination of objective and subjective factors that make an individual behave properly. Motivation combines three key factors: effort, organizational objectives and individual needs.

F. Herzberg, G.R. Oldham, W. Edwards Deming, A. H. Maslow deeply studied the problems of effective staff management and motivation, the factors that stimulate or reduce employee's productivity of multinational corporations.

Employee motivation describes an employee's intrinsic enthusiasm about and drives to accomplish work. Every employee is motivated about something in his or her life. Motivating employees about work is the combination of fulfilling the employee's needs and expectations from work and workplace factors that enable employee motivation — or not. These variables make motivating employees challenging.

How successful is business activity of the company and how competitive it is in the market depends not only on technical equipment of the organization, the availability of modern technology, high-quality control systems or research of the market environment, intensive promotion of the company products, but also on the ability of the company to manage personnel effectively.

Employees are the company's best assets. If employees are not motivated, it will have a tremendous effect on productivity. The organization's overall efficiency will decline by unmotivated employees.

Some solutions to the problem of motivation in companies can be:

- Create visually attractive and comfortable work environment. Always test the temperature in the room.

- Good atmosphere in the company has a very large impact on the good relationship of the employee to his work. Humanism and social equality between the employees should always be present in the company.

- Helping employees to achieve their individual goals is also a very important factor that increases employee's motivation in the company. Every employee wants to know what is the essence of his work, and the results he or she can expect from his work.

- Different kinds of rewards bonuses, promotions, competition for the best employee of the month and pay increase can play a very important role in the motivation of your staff.

Motivation is based on growth needs. It is an internal engine, and its benefits show up over a long period of time. Because the ultimate reward in motivation is personal growth. The only way to motivate an employee is to give him challenging work for which he can assume responsibility. Workers who are content with their jobs, who feel challenged, who have the opportunity to fulfill their goals will exhibit less destructive behavior on the job. They will be absent less frequently, they will be less inclined to change jobs, and, most importantly, they will produce at a higher level.

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