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95. The importance of staff motivation in the company

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Introduction: Some employers think that paying their staff a good salary is enough to get the highest level of performance and some employers do not even do that. Paying a good salary is just not enough. Most employees still need to be motivated to increase their awareness of the status of the company, let them know what are expected of them and have them develop genuine care as to the growth and progress of the company they are working for. At the present time due to deepening of the globalization process Ukrainian enterprises are faced with the problem of increased competition and access to foreign markets. In our opinion, many of the problems and failures of integration into the world economy in Ukraine have been associated with problems in the area of human resource management, and particularly in performance motivation and staff retention.

Resources and methods: The information base for this work is the work of local and foreign scientists involved in researching the issue. Problems of motivation of staff have been investigated by I. Belov, A. Gastev, D. Karpuhin, J. Kokin, V. Rakoti, G. Slezinher, R. Yakovlev. Motivation to work disclosed in the scientific works of famous Ukrainian scientists and economists, such as: D. Bogynia, V. Goncharov, A. Grishnova, A. Kalina, A. Kolot, G. Kulikov, N. Luk'yanchenko, A. Umansky and others.

Motivation is a psychological feature that arouses an organism to act towards a desired goal and elicits, controls, and sustains certain goal-directed behaviors. It can be considered a driving force; a psychological one that compels or reinforces an action toward a desired goal [1].

Workers in any organization need something to keep them working. Most of the time, the salary of the employee is enough to keep him or her working for an organization. An

employee must be motivated to work for a company or organization. If no motivation, then quality of staff work or all work in general will deteriorate [2].

Motivated employees play a crucial role in creating a company's sustainable competitive advantage. Successful Management by Motivation shows that in a knowledge-based society, this goal cannot be achieved by extrinsic motivation alone. Pay for performance often even hurts because it crowds out intrinsic motivation. To succeed, companies have to find ways of fostering and sustaining intrinsic motivation. With the help of in-depth case studies, representative surveys, and analysis based on a large number of firms and employees, this work identifies the various aspects of motivation in companies and shows how the right combination of intrinsic and extrinsic motivation can be achieved [3].

Quality work that fosters job satisfaction and health enjoys top priority in industry all over the world. Poor work environment generated discontent, improved conditions seldom brought about improved attitudes. Instead, satisfaction came most often from factors intrinsic to work: achievements, job recognition, and work that was challenging, interesting, and responsible. Motivation and performance are not merely dependent upon environmental needs and external rewards. Frederick Herzberg and his staff based their motivation - hygiene theory on a variety of human needs and applied it to a strategy of job enrichment that has widely influenced motivation and job design strategies. Motivation to Work is a landmark volume that is of enduring interest to sociologists, psychologists, labor studies specialists, and organization analysts [4].

Results: Staff motivation is critical to the company's advancement so it is something that the employer must understand and practice. The company's development relies heavily on the kind of employees it hires. Thus, having top employees can help propel the company into the big leagues in no time. Although entrepreneurs should remember that motivating employees is very important, it's also important to keep them happy. Obviously, an unhappy employee is hard to keep motivated. Motivating employees is good, but keeping them happy is the real secret.

Conclusions: The study shows that the most crucial factors which motivate staff to work efficiently in Ukraine are awareness of how important the work is, love for work and created opportunities for professional knowledge and skills realization. At the same time, workers in Ukrainian companies are demotivated by poor remuneration, weak connection between work outcomes and salaries and poor working conditions. The research also shows that for young workers the fundamental determinant of high motivation is love for work while for more mature workers it is awareness of how important the work is. Similarly, young workers are more sensitive to the lack of team-work in comparison with elder workers who care mostly about low salary and poor working conditions.

References

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