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## **SOME METHODS OF STAFF MOTIVATION AT ENTERPRISES**

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One of the main tools of personnel management is personnel motivation. At the current stage, the manager should not order his subordinates, but on the contrary, direct their efforts in the right direction, reveal their potential. But for the effective use of motivation methods, the enterprise must constantly introduce new approaches to the way of conducting motivational activities. After all, it is the motivation of personnel that can become the solution to many problems of the enterprise, because it is one of the factors that ensure optimal use of resources and stimulates personnel potential.

To study the specifics of personnel motivation, the term "staff motivation" should be defined. Motivation is a system of measures, the purpose of which is to create incentives for employees to work and encourage them to work with full dedication [1]. In other words, motivation is a set of external and internal forces that encourage a person to take active action aimed at achieving personal and organizational goals.

Also, it is worth noting that nowadays the motivation of personnel at enterprises has undergone drastic changes: economic and socio-psychological methods are used instead of administrative methods. That is, the emphasis of personnel management is aimed at close and friendly cooperation of managers and their subordinates to achieve common goals [2].

Human resource management can increase employee motivation by modifying the work process. Let's consider the methods that are used in this case.

Work scheduling options: Many workers have problems balancing work and personal life, or are not satisfied with the quality of life outside of work. And often this concern arises even when the employee is at the workplace, which can reduce his productivity. Organizations that introduce alternative work schedules (flexible working hours, four-day work week, etc.) get motivated employees, whose motivation has increased. These ways of

scheduling work allow the employee to focus on the work at hand without compromising their personal life.

The concept of a four-day working week is one in which staff work 40 working hours, but distribute them in such a way that employees have a shorter working week (for example, four ten-hour working days per week). Enterprises that have this type of work organization recognize its advantage in the form of increased employee productivity and reduced absenteeism.

Given the changes in the world, the way of working remotely has become very popular. Telecommuting is a work scheduling option that allows workers to work from home via a computer (or any other gadget) connected to their office. Because each employee has their own unique needs that they seek to satisfy at work, businesses must create a variety of incentives that cover the full range of employee needs. Recognition of successful actions of employees is one of the ways to increase their motivation. It can be expressed in an official or informal form. Some organizations have a tradition of formal (or informal, as in the series "The Office") award ceremonies and recognition of employee achievements, and in some, through an informal setting, employees are congratulated for a job well done. Recognition can also be in the form of a monetary reward, gifts, an increase in the number of days off or verbal praise.

Every motivational mechanism of any organization should also have a monetary incentive component to improve performance. Despite everything, money always occupies an important place among all motivators. This type of reward should be directly related to the employee's ideas or achievements. But, if monetary stimulation is not in tandem with non-material incentives, its motivational effect will be short-lived. Such a method can even become counterproductive if it is not equally distributed to all members of the organization. The monetary reward systems used in organizations are discussed below.

There is a system where workers are paid a certain amount for the number of units of goods they produce. Thus, the employee himself can increase the amount earned by his productivity.

The profit sharing system is based on the company's total profit, according to which the management, using certain formulas, forms part of the profit for all employees.

Pay-sharing systems are incentive schemes based on the performance of specific groups, where employees in a team receive a financial benefit associated with an increase in the productivity of that same team. In this way, employees are motivated to improve productivity within their work group, unrelated to the overall profit of the organization.

However, the bonus system is the most popular form of reward. A bonus is a one-time monetary reward that employees receive for achieving a certain level of performance. The organization's reward system rewards employees for good work, at the same time motivating and encouraging them to do the same in the future.

Businesses can oblige employees to continuously improve their skills. Various training programs for employees are becoming more and more popular and effective, increasing the level of knowledge and motivation of employees. At such trainings, employees receive knowledge that they can apply at work, which will be valuable both for the employee and for the organization.

Many people with great creative and innovative potential work in organizations who are afraid to offer something to management. For this reason, it is important, from the point of view of personnel motivation, to give employees opportunities to express and use their ideas, because some of them can really benefit the organization [3].

So, analyzing all methods of motivation, we can say that it is most effective to use the method of monetary stimulation in the form of a bonus system, because this method allows employees to increase the amount earned by their own hands, through their productivity. Also, it is necessary to establish clear criteria for awarding bonuses and all mandatory conditions for receiving them, so that diligent employees clearly understand where to direct their active actions and receive money for it.

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