

DOI: <https://doi.org/10.30525/978-9934-26-603-4-8>

METHODS AND TOOLS FOR STIMULATING EMPLOYEES OF THE ENTERPRISE'S ECONOMIC SERVICE

Today, in our country, the issue of efficiency of the enterprise's economic service is of particular importance, since it is this unit that provides analytical justification for managerial decisions, cost control, optimization of financial flows, and strategic planning.

The effectiveness of the economic service largely depends on the level of motivation and engagement of its employees in achieving the set objectives. Therefore, there is a pressing need to improve methods and tools of stimulation that correspond to modern challenges and ensure both stability and productivity of labor.

In academic literature, stimulation is defined as an essential element of the personnel management system. "Stimulation is a set of methods and measures aimed at activating employees' activities. These methods and measures act as external factors that influence the internal motives of the employee, encouraging him or her to perform duties at a high-quality level" [1]. Thus, stimulation is a systemic process directed at forming proactive employee behavior that corresponds to the strategic objectives of the enterprise.

Scholars emphasize that there are different approaches to understanding the essence of labor stimulation. Proponents of the psychological approach stress that it represents a combination of factors that affect employees' internal motives, driving them to perform their tasks more effectively. Within the sociological approach, stimulation is interpreted as a system of social relations formed between the employee and the employer, which determine the level of labor activity. A comprehensive approach, in turn, views stimulation as a multifactorial process combining the influences of both external and internal environments, ensuring high-quality and productive performance of work duties. At the same time, the objectives of stimulation are complex in nature and encompass both economic and socio-psychological aspects of activity [2].

The goal of stimulating employees of the enterprise's economic service is to create a motivation system that ensures effective performance of professional functions, increased labor productivity, development of human resources potential, and enhanced responsibility for final results. In this context, stimulation should aim to align the interests of employees and employers, foster a favorable microclimate within the team, and cultivate employees' commitment to the strategic goals of the enterprise.

Methods and tools of labor stimulation can be conditionally divided into material and non-material ones. They should complement each other, forming a comprehensive approach.

Material tools include the wage system, bonuses, incentives, and additional payments. "Bonuses and incentives are additional payments to wages that employees receive for certain achievements or for completing particularly important tasks. Additional payments are compensations employees receive beyond their basic salary. They may have different purposes and, in Ukraine, can be divided into several key categories" [3]. Material stimulation provides a tangible financial effect for employees, directly influencing their job satisfaction.

At the same time, non-material incentives play no less significant a role. These include career development opportunities, recognition of achievements, ensuring favorable working conditions, and fostering a positive socio-psychological climate. In this context, opportunities for professional growth are particularly important. For instance, "vertical career growth implies promotion to positions with greater responsibility and authority within the current field of activity. Horizontal career growth involves transition to positions with different responsibilities but within the same professional domain" [4]. Career advancement acts as a powerful motivating factor, allowing individuals to realize their potential and providing prospects for professional development.

Within the stimulation system, principles that determine its structure and functioning play a significant role.

"The principle of unity between material and non-material incentives is one of the fundamental principles of labor stimulation, which presupposes the combination of material (wages, bonuses, incentives) and non-material (recognition, awards, favorable microclimate) stimuli to achieve maximum motivational effect" [5].

The combination of these incentives ensures comprehensive influence on employees and enhances their engagement in enterprise processes.

Meanwhile, "the principle of legality is one of the fundamental principles of labor stimulation, which presupposes the compliance of the stimulation system with the current legislation of Ukraine" [6]. Compliance with legal norms guarantees transparency and social fairness in labor relations.

The outcomes of effective stimulation of economic service employees include increased productivity and work quality, improvement of the enterprise's financial performance, strengthening of corporate culture, and the development of a high level of employee responsibility in fulfilling tasks. At the same time, innovation activity increases, as does employees' readiness for learning and professional advancement.

Thus, it can be concluded that stimulating employees of the enterprise's economic service constitutes an essential element of the modern personnel management system, enabling effective implementation of strategic tasks and the achievement of competitive advantages. The optimal combination of material and non-material incentives, adherence to principles of legality and social justice, and the creation of opportunities for career development form

the foundation for improving the efficiency of the economic service, and consequently, the enterprise as a whole.

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