

THE STUDY OF MODERN ELEMENTS OF LABOUR MOTIVATION IN RUSSIA

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Abstract. The article contains the analysis of the socio-economic research results conducted by the authors in Russian Federation in order to analyze the spread of different motifs in modern enterprises and to identify modern employees' motivational priorities. The study was conducted by the selective survey. The article contains the representativeness rationale of the aggregate sample, which was asked. The analysis was conducted in three phases. In the first phase intangible components of motivation were studied and frequency of their use in modern enterprises: Verbal thanks, diplomas and badges, placing the photo on the Honor Board, traditions and events (actions), career opportunities. In the second phase the use of different material elements of motivation in enterprises were examined: social benefits and payments, funding for training, presents the award. At the last stage the respondents' motivational preferences were studied by figuring out the most motivating components; and with which of them the respondents would be ready to tolerate, if the salary were completely satisfying.

Keywords: labor motivation; intangible motivation; monetary incentives; motivational preferences; methods of motivation.

JEL codes: M12; D23.

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