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INNOVATIVE APPROACH TO TRANSFORMATION OF INDUSTRIAL AND LABOR RELATIONS IN MODERN STAFF MOTIVATION SYSTEM

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Abstract. The article considers an innovative approach to transforming the classical understanding of labor relations through the prism of the theory of generations. The significant changes were marked in the quality of the labor force and the structure of aggregate labor. The author considers motivation as a factor in the formation of industrial-labor relations. The specificity has been studied of the modern employee' labor activity, including the individualization of relations, the spreading non-standard forms of labor relations. The main modern demotivating factors are revealed including toxic management practices. An attempt has been made to justify the fact that the development of a systematic scientific approach to the modern models implementation of the production and labor organization, management reveals broad stability horizons and profitability for enterprises. The article is an invitation to a broad scientific debate about new approaches in assessing the production and labor relations system through the prism of the modern staff motivation system.

Keywords: innovative transformation; labor relations; labor motivation; the theory of generations; organization of labor and production.

JEL codes: M11; O32.

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