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THE MODERN TOOLS OF NON-MONETARY STAFF MOTIVATION IN THE FITNESS INDUSTRY

Natalia Malyshkina

Instructor in the Fitness Center "POSITIVE-STYLE"

Yekaterinburg, Russia

Abstract. The article is devoted to the development of the non-monetary motivation system for the core staff of the fitness industry, which has been actively developing in recent years and has begun to occupy a significant place in the consumer services market. In connection with the dynamic growth of fitness centers network there are problems of staffing in the industry, and the features are poorly studied of personnel management in this specific business environment. In the materials presented to the discussion, a brief overview of the conceptual apparatus is given for managing staff motivation, the specifics and composition of the employees' non-monetary motivation elements are highlighted, a list of the most common tools for non-monetary labor motivation is provided which is used in the fitness industry. The author reveals the results of a pilot sociological survey for the employees' motivation in the fitness center "Positive Style", which has been held in April-May 2017. The survey revealed the staff attitude to the wages level, socio-psychological climate in the team, relationships with managers, corporate events and payment by the employees' training. The article presents proposals for the non-material employees' motivation system development, based on the problem areas identified in the process of research; the costs of activities have been calculated, areas for further research are outlined.

Keywords: motivation; non-monetary motivation; fitness industry; labour encouragement, personnel management.

JEL codes: M 12; M 14.

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Contact

Natalia Malyshkina

Fitness center "POSITIVE-STYLE"

15, Ordzhonikidze Str., 624090, Verkhnyaya Pyshma, Sverdlovsk Region, Russia

nataliamalyshkina@mail.ru