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THE SYSTEM OF NON-MONETARY LABOR MOTIVATION IN THE ENTERPRISE

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Abstract. The article is devoted to the issues of newly admitted personnel adaptation in an enterprise. It is determined, what is the importance of this personnel management direction, the impact of staff adaptation on the processes of choice, personnel selection, staff turnover, personnel costs reduction. Factors are singled out on two logical grounds influencing the process of staff adaptation: by the degree of the adaptation processes controllability and, depending on the degree of the influence activity on the adaptation process. The article can be interesting for personnel managers in various forms of ownership organizations.

Keywords: non-monetary motivation; staff; intangible incentives; personnel management; social motivation.

JEL codes: J 210, J 240.

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