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ANALYSIS OF THE PERSONNEL MOTIVATION SYSTEM AND RECOMMENDATIONS ON ITS IMPROVEMENT IN "TYVAMOLOKO" PJSC

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Abstract. The article describes the results of the motivation system practical study in a specific organization "TYVAMOLOKO" PJSC. In the introduction, the author emphasizes the urgency of making an effective system of staff motivation in each organization, especially in the period when the labor crisis is observed. Next, the author briefly describes the main motivational theories that formed the basis for practical research: the substantive theories of motivation A. Maslow, D.M. Klelland. and F. Herzberg, and such procedural theories as V. Vroom, S. Adams, L. Porter and E. Lawler; as well as the principles of establishing a motivation system. In the second part of the paper the author made typologies of employees' motivation factors in "TYVAMOLOKO" PJSC on the basis of their interviewing. It was revealed that the personnel of this enterprise is characterized by an individual-subject orientation, the main emphasis of motivation in which are the stability of material motivation and the prospects for increasing wages and social status. The author has analyzed further the composition of the employees' wages and has determined that the approach to accrual of bonuses is formal. The activities proposed by the author to improve the existing motivation system in the organization are listed in the conclusion.

Keywords: motivation; staff; reward; motive; stimulation.

JEL codes: J 31; J 33; M 12..

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