

***To cite this paper:***

Bulatova T.A. (2017) Development of the labor stimulation system (case study of the public organization). *Human Progress*. 3 (8): 2. URL: [http://progress-human.com/images/2017/Tom3\\_8/Bulatova.pdf](http://progress-human.com/images/2017/Tom3_8/Bulatova.pdf).

## **DEVELOPMENT OF THE LABOR STIMULATION SYSTEM (CASE STUDY OF THE PUBLIC ORGANIZATION)**

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**Abstract.** The article contains an analysis of the personnel incentives system in the public organization "Sverdlovsk Regional Student Transportation Team "Express". The system of personnel recruitment and selection has been analyzed, it is concluded that its effectiveness is inadequate. Next, methods of stimulating, in the first place, material ones have been disclosed. The time-bonus system of remuneration applied in the organization has been analyzed, shortcomings in its implementation have been revealed. Recommendations are given to improve material incentives, taking into account the demographic and social personnel structure. At the next stage of the analysis, intangible incentives used in the organization have been studied: both positive and negative sanctions. It was concluded that it is necessary to take into account the socio-psychological factors for improving the workers working capacity in the organization. Proposals on improvement of non-material personnel stimulation in the organization are given: changes in the assessment of personnel activities; transformation of the bonus system; the use of indirect material incentives; consideration of individual motivation features. The article may be of interest to managers and employees involved in personnel management in youth and public organizations.

**Keywords:** motivation, stimulation, social and psychological factors, non-material stimulation, quality of work, effective collective.

**JEL codes:** M 12; M 52.

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