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## **FEATURES OF EMPLOYEES' MOTIVATION IN THE DIGITAL ECONOMY FORMING**

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**Abstract.** The article analyzes the changes in the motivational employees' attitudes at the enterprises in the digital economy. It is noted that digital technologies lead to the transformation of employees' behavioral strategies, due to the widespread introduction of information communications in both social and economic spheres. In this regard, when solving the problems of employees' motivation the administration of enterprises is faced with the need to establish a flexible system of communication with the staff, based on the needs and modern workers' interests related to the development of competencies. The basic principles of motivation system improvement at the enterprise are allocated in the active introduction of digital technologies conditions. It is concluded that the digital staff competence is of particular importance, which have to be maintained at a high level through continuous learning throughout life. The specific example shows the shortcomings of the motivation system and the ways to solve them. Factors of material employees' motivation and stimulation are defined at the large enterprise in Sverdlovsk region. The principles of the existing motivation system at the enterprise are compared with the previously defined principles that are

relevant in active implementation of digital technologies conditions. It is proposed to form a strategy for the development of personnel potential in the organization.

**Keywords:** staff motivation; digital economy; motivation principles; KPI; material and non-material incentives.

**JEL codes:** J 24; O 31.

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