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MOTIVATION MANAGEMENT IN THE ORGANIZATION (CASE STUDY “SIBIR” LLC)

Maria Karpenko

Master Student in Ural State University of Economics
Yekaterinburg, Russia

Abstract. This article discusses the theoretical and practical aspects of the labor motivation system in the organization and its effectiveness evaluation. The author proves the topic relevance by the fact that the plans and goals fulfillment in the commercial enterprise is possible only when the employees themselves are interested in achieving them, therefore each trading organization needs an effective motivational system. The article presents the definition of the "motivation" concept and the main groups of motivation theories. The author conducted a comparative analysis of wage systems in terms of influencing motivational factors; the author's classification of wage systems in terms of the motivational component is presented. The second part of the article presents the study results of the labor motivation management in an organization using as the example “Sibir” LLC. Stimulation methods in “Sibir” LLC are classified into three groups. The assessment results of the personnel motivation level in “Sibir” LLC were described, which allowed to identify the motivational factors importance for employees and their satisfaction degree. Both positive and negative sides of the motivation organization were identified. The need to revise the labor motivation system was revealed, a comparison of indicators before and after implementation was made, the effectiveness was evaluated.

Keywords: labor motivation; motivation system effectiveness; material incentives; employee bonuses; intangible incentives; needs.

JEL codes: J 32; J 30.

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Contact

Maria Karpenko

Ural State University of Economics

62–455, 8th of March Str., 620144, Yekaterinburg, Russia

nika_karpenko@mail.ru