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EMPLOYEES' PROMOTE PROCESS: CASE STUDY OOO «LESNYYE TRADITSII» ("FOREST TRADITIONS" LLC)

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Abstract. This article is devoted to the analysis of material and non-material labor stimulation process in the organization. The analysis was carried out on the basis of the enterprise engaged in the individual houses construction. The company's economic characteristics are given, its main performance indicators are analyzed for the last three years. An analysis of the company's staff bonuses was conducted. Both material and intangible incentives for staff have been analyzed. It is revealed that the company applies surcharges to the base salary for the individual financial incentives purpose; and the company has developed and applies an additional remuneration system. Non-material methods of personnel motivation are described; the financial expenses analysis is made for carrying out the non-material motivation. Further, the author carried out an assessment of employee satisfaction with the existing incentive system by using the author's questionnaire survey. The analysis showed a low level of ordinary employees' satisfaction with the incentive system, while managers estimate it at the average level. In addition, employees were interviewed by the author about the most preferable benefits for them, the survey showed a significant dissimilarity in the preferences between men and women in the company.

Keywords: labor stimulation; staff motivation; bonus position; non-material motivation; satisfaction with motivation.

JEL codes: M 12; M 52

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