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THE PERSONNEL MOTIVATION SYSTEM ENHANCEMENT IN CAFE

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Abstract. The article is devoted to staff motivation issues in the public serving organizations; this issue does not lose its relevance over a long period, since the company's activity result as a whole depends on the staff motivation level. Different approaches to the definition of the "labor motivation" concept are presented in the article, its essence and objectives are defined. The basic rules for creating a good system of non-material motivation are given, the ratio of material and non-material motivation in companies is determined, and step-by-step instructions for developing a staff motivation program are described. The article describes further the personnel motivation system for T.G.I. Friday's cafe developed by the author, it consists of three elements: constant, variable and indirect material incentives. The author has also developed the size of bonuses in the form of additional percent from the kitchen, bar and hall revenue, and criteria by which it is proposed to evaluate employees for determining the bonuses amount. The author proposed a number of measures in the field of indirect material incentives for staff, as well as ways to motivate employees in the form of intangible incentives. Proposing in addition to positive incentives and negative ones (penalties and their bases), the author emphasizes the higher efficiency of encouraging suitable behavior compared to punishing the wrong one.

Keywords: labor motivation; personnel management; wage; intangible motivation; bonuses.

JEL codes: M 12; M 52.

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