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EMPLOYEES' STIMULATION IN RESTAURANT BUSINESS

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Abstract. The article highlights the issues of employees' incentives in the restaurant business, where the success depends on the staff motivation and involvement, but there is a very high staff turnover. The author raises the question that the owners of restaurants and cafes are often guilty of low employees' motivation themselves, since they reduce the personnel management process only to control and punishment. The author offers several measures to effectively stimulate restaurant employees who directly contact customers. In the direction of improving material incentives, it is proposed to introduce an individual incentive system based on profit sharing. In the direction of optimizing working conditions, it is proposed to use lunches for staff at the restaurant expense, the organization of rest rooms, showers. In the direction of staff training, it was proposed to involve a restaurateur as a leading specialist. The article presents the results of a cafe employees' survey about their motivation elements. In the direction of developing a system of rewards and penalties for restaurant employees, it is proposed to regulate the rules of work and criteria for evaluating personnel and introduce them to employees when hiring. As a development of intangible motivation, it is proposed to develop a corporate culture.

Keywords: staff motivation; monetary incentives; non-monetary incentives; staff working conditions; catering business.

JEL codes: M 52; J 33.

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