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PERSONNEL MOTIVATION MANAGEMENT IN THE DENTAL CLINIC

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Abstract. This article describes personnel management issues, develops recommendations for improving the staff motivation system in a dental clinic. The information base for the study was the materials of scientific literature and periodicals, electronic Internet resources. The reliance was on research by both Russian and foreign authors in the process of summarizing the results. Along with this, normative materials of dentistry and the socio-economic characteristics of the company were used. The personnel structure and movement is analyzed in the dental clinic. The concept and essence of motivation is defined, the work motivation is analyzed based on the V. Vroom's expectations theory. The personnel management system was studied; the analysis of the motivation system elements and the documents regulating the incentive system are carried out. Based on the results of the study, it was concluded that the weakness in the organization is the lack of staff training, which is a prerequisite for successful work in the conditions of constant changes and a developed competitive environment. Recommendations have been developed to improve the staff motivation system in dentistry, including the development of mentoring for newly hired employees, changes in the bonus system, which will increase labor productivity and team cohesion.

Keywords: labor motivation; staff; personnel management; dentistry staff; bonuses.

JEL codes: J 33; M 52.

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