

FORMING INVOLVEMENT OF EMPLOYEES: DOMESTIC AND FOREIGN EXPERIENCE

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Abstract. The paper presents the leading foreign and domestic corporations experience of forming the staff involvement in the operating results of the organization. This article contains the definition of involvement, the basic conditions of its formation, the elements or indicators of job satisfaction. The authors consider the involvement not only as a state of benevolent and responsible employees' attitude to their employment career, but also as a result of the continuous, effective, systematic and simultaneous managers' work in motivating areas, promotion, development and adaptation of personnel. The experience of several foreign companies is described on the study of staff satisfaction as an indicator of the involvement. It is emphasized that the formation of the involvement should be a purely individual process for each individual employee. The results of activities are described aimed at increasing the involvement at Google.

Keywords: management; staff; involvement; motivation; productivity.

JEL codes: J53; M12.

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