

MOTIVATIONAL TECHNIQUES AND METHODS OF PERSONNEL MANAGEMENT IN THE ORGANIZATION

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Abstract. The article considers the questions of increase employee motivation as a means of increase efficiency and productivity in the organization at the present stage of economic development of society. Contained systematization of the most productive methods and ways of encouraging the organization's staff: material and moral, describes advantages, disadvantages and applications, including in the educational organization. Observed dependency between properly structured management of staff and increase the competitiveness of the organization, also obtaining the maximum efficiency and profitability of the organization. In addition, the article shows the results of the author's research of employee satisfaction motivation system at comprehensive school. The article can be useful to managers and HR specialists in the choice of methods of moral and material incentives.

Keywords: human resource management; motivation; human resources; stimulation methods; labor efficiency.

JEL codes: M12; J31; J32.

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