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## **MOTIVATION OF STAFF IN IT COMPANIES**

The evolution of development is characterized by management activities that lead to the transformation of an economic person into a social person, and the systemic changes occurring in society and the economy force the introduction of new conceptual approaches to the policy of stimulation. Changes in the nature and content of work, caused by the full automation of production, the spread of humanistic trends in all spheres of social life, are reflected in the emergence and formation of new incentives. The modern policy of personnel stimulation, taking into account the special role of enterprise personnel in the field of information technologies, as the main intellectual resource in corporate activity, must meet the modern requirements.

The IT sphere of Ukraine is developing rapidly, and the issue of talent motivation is becoming more and more relevant. Currently, the demand for IT specialists exceeds the supply, which makes it difficult for companies to find and retain qualified specialists. The motivational policy of personnel of IT enterprises affects the labor, social and creative activities of each employee, as well as affects the final results of the entire enterprise. Under the condition of an effective motivational policy, employees of IT companies can increase the economic potential of the enterprise and increase the attractiveness of the profession [1].

In conditions of competition, human potential is a determining factor in the development of the organization. Motivation becomes an important element in the system of work with the labor potential and effective activity of the organization [2]. The task of management is to motivate employees to perform their work effectively, and the responsibility of employees is to perform the tasks assigned by management in a high-quality manner.

According to a study conducted in October-November 2022 by the IT Ukraine Association, it was established that in nine months of 2022, the IT industry brought in \$6 billion. US export revenue to the economy of Ukraine and reached 10% growth compared to 2021. IT is one of the leading industries of the Ukrainian economy and is growing rapidly every year. Thus, over the past 6 years, the share of computer services exports in GDP has increased from 1.8% to 3.5%, and in general, services exports have increased from 13.4% to 37.8%. The IT industry is mostly export-oriented. Over the past 6 years, the export volume of computer services has grown by an average of 26.8% every year and will reach \$6.9 billion in 2021 USA [3].

K. Vasyuk, executive director of the IT Ukraine Association, noted that almost 40% of all services that Ukraine exports to the foreign market are IT services. The following figure is also interesting: 2% of all employed persons involved in the country's economy work in IT. This is 3.5% of GDP [3]. The work of IT company specialists is related to the creation of new products, therefore it is necessary to make maximum use of the intellectual resources of employees and internal motivation, which can be influenced by the correct selection of motivation factors.

The motivation of personnel at domestic enterprises should change with the process of globalization, economic transformation, the spread of cultural trends, labor intelligence and socialization [4]. These are objective modern processes that determine the degree of development of the enterprise and put forward new requirements for personnel motivation. HR managers evaluate the extrinsic motivations of developers without touching on their intrinsic motivations. That is why it is necessary to increase the productivity of IT employees, taking into account both internal and external motivation policies.

The management of IT enterprises, having determined the main values of employees, can develop an effective plan of personnel motivation policy. It is worth noting that as the experience of employees in IT companies increases, such values as interesting work, active life, knowledge and business efficiency gradually recede into

the background. Experienced employees prefer to work alone, while newcomers prefer to work in teams because they can learn from senior colleagues. Flexible working hours, office meals, rest areas, gyms, the opportunity to take advanced training courses, social packages, insurance and the opportunity to learn foreign languages are important for all employees of an IT company.

The peculiarity of the motivation of the personnel of IT enterprises is correctly selected motivational factors for the maximum activation of the intellectual resources of employees. The internal motivation of employees of IT enterprises is a decent salary, social benefits, a good psychological atmosphere in the team, comfortable working conditions, the possibility of professional development and training, flexible work schedule, additional vacations and career development.

### Literature

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