

### Секція 3. ПРОБЛЕМИ МЕТОДОЛОГІЇ ТА ПРАКТИКИ УПРАВЛІННЯ

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#### **THE INFLUENCE OF PERSONNEL MOTIVATION TO EFFICIENCY ACTIVITY OF ENTERPRISE'S**

The management personnel is asset of the enterprise, human capital which provides control over themselves and expects high quality work and a decent wage. Motivation is a very important process in human resources area. Personal motivation will increase the individual performance and by default the organization performance, but is contributing also to increasing the employee satisfaction. The development and evolution of the organization is linked to the employee improvement. Using the theories as a base, some factors and the associated opportunities were analyzed to underline ways for motivating employees and recommending actions at the manager's level.

The personnel motivation is basic means to ensure optimal use of resources. The main purpose of the motivation processes is maximum efficiency from labour resources. This allows to increase results and profitability activity of enterprises. Motive is a behavioral manifestation of the needs and focused on achieving the goal. The purpose is to aspire person starting anything. When a person reaches this goal, it turns out to the need satisfied, partially satisfied or dissatisfied. [7]

Many scientists studied the issue of motivation, such as A. Afonina, O. Baklan, L. Dolhova, A. Yes'kova, V. Zadorozhnyi, I. Zadorozhnyi, H. Kulikova, V. Novak, A. Sosnina and other. In these studies presented certain aspects of personnel motivation, effective using of labour resources, motivation of labour activity, increase productivity and efficiency of work.

The motivation is human desire to a specific action, which is necessary, but can't to decide it yourself. Motivation of labour is aspiration of worker to

satisfy the necessities. It is internal and external motive forces, that encourage people to work and achieving goals.

There are many different factors, which encourage people to actions and activate their actions. These are necessities, interests, reasons and incentives. Necessities are defect something; interests are aware of the needs, a source of activity, implementation of certain functions for satisfaction of necessities; motives are the realized reasons of activity, motivation the person to something. The incentive is a tool, which causes motive force. The lack of incentives leads of inefficient execution of tasks.

Some researchers point out the differences between motivation, which means the individual and therefore inherent and belongs to him alone, and motivation as the purposeful action of the head or the functioning of stimulation, which is an external regulation.

If the motivation is serving as meeting the goals, the demotivation can be described as a process resulting in decreases desire to act. The most common despair is a style of leadership, ignoring the ideas and initiatives, lack of sense of belonging to, a sense of achievement, personal and professional growth, not recognizing achievements and results, the lack of resources.

Motivation of staff primarily takes into consideration fundamental basic human needs: physiological, the need for safety, love and affection, the achievements in the social approval of others. When we talk about management, we pay attention to two key needs, including: the achieving success and the need for affiliation. Any person strives to feel useful and necessary. She is guided by the contribution she can make or what results can achieve. The need for belonging to a certain group of people is an important driving force of our lives. [4]

The motivation means individual fulfillment and belongs to him alone. The incitement means concerted action of the head that is an external factor at work. [4]

Management decisions are the main factor of the effective work, that affect the performance of the entire enterprise. The process of management decisions is rather complex and depends on a combination of factors (internal and external), which have variable character and constantly create non-standard situations. Decisions are made by the head depending on their knowledge, skills, professional competences, personal characteristics, experience, intuition, common sense and creativity.

Managing people is essential for all businesses – large and small, industrial and service sector. None of the company could not succeed without skilled workers. The people are the most important element of the production process at the plant. Creating a motivational environment in the enterprise is the main task owners, through rewarding a worker and most people interested in the implementation of their physical capacity. Nowadays we need for new

mechanisms, which creating powerful incentives for productive work and maximal realization abilities of employees. Motivation of labour activity is an integral part for ensure sustainable functioning of the enterprise.

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