

WORLD EXPERIENCE OF EMPLOYEE MOTIVATION AND POSSIBILITIES OF ITS ADAPTATION TO THE CONDITIONS OF UKRAINIAN ENTERPRISES

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At the present stage of development of Ukraine, a problem of motivation is important. The staff is the most complex and specific type of resource that a company uses in its activities. The effectiveness of the company largely depends on the efficiency of staff. Due to employee's interest in the results of its work, it is possible to achieve increased labour productivity when creating appropriate labour conditions.

One of the main functions of management in the company is motivation. The company can realize its potential for the economic growth only under conditions effective motivation. Lack of motivation at the enterprise can be a deterrent to the growth performance of its activities.

Therefore, the improvement of the personnel motivation in the company is rele-

vant and led to the choice of the research topic

The purpose of this paper is to determine the nature of personnel motivation as an instrument of social policy and research ways to motivate its efficient working methods through social policy.

The article reveals the essence and economic nature of workers' motivation as the main element of the human factor intensification, which not only creates the material preconditions of production but also ensures their efficient use. Investigated the experience of the system formation of employees' motivation in foreign firms of different countries. Defined general principles and features of the introduction of new approaches to the management of motivational processes at Ukrainian enterprises.