

THE ROLE OF MOTIVATION AND STIMULATION OF PERSONNEL IN THE SYSTEM OF PROVIDING ENTERPRISE DEVELOPMENT

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The article is devoted to a complex of issues related to the role of the motivation of labour activities of the personnel of an enterprise and the promotion of personnel to work. The purpose of the article is to study the role of motivation and stimulation of personnel in ensuring the development of the enterprise.

It is established that the probability of manifestation of a person's motive directly depends on the conditions of his work, which creates him a guide.

The essence and types of the motivation of work are revealed. The study of the motivational process is conducted. The necessity of the complex use of material and moral incentives during stimulation of work activity of workers is substantiated.

It is substantiated that in the conditions of the enterprise, the organization of effective work is carried out on the basis of a hierarchical structure, in which information from

the control subsystems about the achievement of the necessary level of efficiency is transmitted.

Taking into account the principles of the ratio of received results and costs, it follows that for the effective operation of the enterprise as a whole and its individual units, as well as individual employees, it is necessary to define:

- goals of enterprise development;
- concrete results of activity;
- the limits of economic independence in relation to the range of products, methods of its production, organization of wages, etc.;
- required labour and material resources, in accordance with the norms of the cost of resources per unit of output and the volume of its release;
- forms and conditions for stimulating the growth of efficiency;
- a system of mutual responsibility for fulfilling accepted obligations.