

## **MOTIVATION POLICY AS A FACTOR OF IMPROVING INDUSTRIAL ENTERPRISES IN THE CONTEXT OF MANAGEMENT OF HUMANS BY RESOURCES**

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The key to effective management of production and general economic activity is the rational management of enterprise resources, in particular, human resources. In turn, for the management of personnel, managers use incentive measures that are directly related to the formation and implementation of motivational policies. Accordingly, well-motivated personnel show higher productivity, which ultimately affects the final performance and increase the image of the company, because, in general, the image of the company is its image in the eyes of the population and its employees.

The resources of the enterprise are an integral and even fundamental foundation for any industrial enterprise. After all, without resource support, the company simply will not be able to function.

The main components of the resource potential of the company include the following resources: material resources; intangible resources; technical resources; financial resources; workforce; information resources, innovative resources.

An integral part of the management system of labor potential in general, and personnel, in particular, is the motivation, which is aimed at achieving the personal interests of the employee and the global goals of the enterprise.

Effective system of motivation of an industrial enterprise is a guarantee of successful functioning of personnel, because highly motivated employees are the means of realization of the set plans and tasks on the way to achieve specific goals and production-financial indicators.

In the system of human potential management, the result of effective management of motivational policies is to enhance the image of an industrial enterprise.

A thoroughly thought-out image of the company forms a positive image of consumers, which makes it possible to position the company highly in the market in order to find its customer or customer.

In turn, a significant factor in the formation of a powerful internal image of the enterprise must be the personnel of the enterprise. The ratio of leadership to their employees, pay and motivation, the creation of favorable conditions in the workplace – all this puts on improving labor productivity, the formation of a positive attitude towards the company and, accordingly, contributes to the overall development of the company. At the same time, highly motivated staff serves as an additional source of information dissemination regarding the specifics of the company's activity, and from a certain source of advertising and promotion of its firm.