

THE ESSENCE AND FEATURES OF PERSONNEL MOTIVATIONAL POTENTIAL EVALUATION OF INDUSTRIAL ENTERPRISES

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The article is devoted to the nature definition and characteristics research of motivational personnel potential of industrial enterprises. The author reveals the essence and meaning of «motivation» and «motivational potential». It is proved that an important condition for improving the competitiveness of domestic enterprises in order to ensure its long-term economic growth is continuous efficiency and increase of motivational personnel potential of industrial enterprises.

In summary, it should be noted that the proposed definition of personnel motivation is wider than existing, as considers the effective and resource concepts simultaneously. Evidence of resource potential approach is a determining a potential as a personnel capacity revitalization to the operation of the enterprise as an organizational resource. However, the effective aspect to define this concept appears as a measure of efficiency growth of economic activity in a period of time, which determines the prospects of

the enterprise and the aims to achieve the desired result.

In the study of nature concept of motivational potential personnel rather important to distinguish structural elements those are formed from the following incentives: financial incentives; moral incentives; incentives for professional qualification of employees; incentives for favourable conditions; incentives for social harmony and psychological climate in the team. However, the question remains open to identify factors, which influence the motivational potential of personnel at the enterprise level.

However, the author propose to use a performance evaluation of motivational potential of the enterprise: evaluation of moral incentives of personnel, psychological and social climate in the team assessment, evaluation of financial incentives of personnel, assessment incentives of professional qualification personnel development, assessment of personnel working conditions.