

Analysis of motivation mechanisms of employees of the economic sphere

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Despite the powerful scientific potential of national and foreign authors remain under-developed issues related to the introduction of modern methods of labour motivation in enterprises to assess the effectiveness of the mechanism of motivation, the definition of unused reserves to ensure its effectiveness in a competitive environment.

The article analyzes the essence of the notion «motivation of employees». Investigated problems of motivation of workers in the economic field, and proposed on the basis of the survey the most significant methods of influence on the working capacity of employees. Also considered the sys-

tem requirements of the stimulus to be used in modern enterprises.

Based on features of the context, motivation and work behaviour, a survey was conducted on workers in the economic sphere, which included a sample of employees of banks, enterprises, insurance companies, investment firms and credit unions. In the result a few of the most significant types of motivation are selected. Proved the feasibility of using not only material incentives but also other types of incentives. These may be career opportunities, concessional loans from companies and others, which allow increasing the productivity of workers sector of the economy and a positive effect on their work efficiency.