

## **Factors of innovative and pioneering activities intensification in Ukraine at macro- and micro-levels**

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The article is dedicated to a problem of establishment and development of people motivation, also their creativity and their capacity for innovation, all of these primarily in the context of the organizations that people work for or in. All the organizations depend on people, on their many and varied individual blends of skills, energies, experience, attitudes and motivation – by this we mean their inclination or motivation to “do their jobs”, earn wages or salaries and, importantly, to “add value” to whatever the organization does. Motivation is a key factor in the employment and the management of people. That is why the question of motivation becomes more significant. In this article we try to find the most effective ways to motivate innovation. The first step are development of individuals in the sense of learning, grow-

ing, progressing, acquiring knowledge and skills, using these perhaps to take on more responsibility within an organization, probably to use their skills and experience to help the organization to develop itself. There are a lot of ways to motivate people, for example: high salary, award, bonuses, and additional wages. But in order to motivate innovators the principals of an organization must satisfy the moral side of their employees. For example, freedom of work and creativity, the legal protection of copyright, the recognition and career. The moral incentives, occupying an important place in the motivation system of staff innovation activity, should effectively combine with material incentives. Innovative work is crucial in modern conditions of market relations, without which national innovation system cannot function effectively.