

**ECONOMY AND ENTERPRISE MANAGEMENT****MOTIVATIONAL ASPECTS  
OF PERSONNEL DEVELOPMENT IN THE CONTEXT  
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The paper improved a theoretical and methodological basis of motivation of personnel development. Management of human resources is studied as motivated by macroeconomic and microeconomic level process, because in the current situation of personnel development it is seen not only as a condition of increasing the competitiveness of industrial enterprises, but also as a way to solve the problem of employment of the population. In the context of globalization it is necessary to move from isolated in a separate process of enterprise personnel development to coordinate efforts and cooperation in the field of state bodies, educational institutions, business entities, employees, NGOs. However, keep in mind that each of the members appointed process has its own narrow economic interests and continuous professional education and training depends on that how they will be agreed between all stakeholders. Therefore, in modern conditions, in our view, the formation of an effective system of motivation of continuous development of personnel at the enterprise is only possible in terms of ensuring the unity of two subsystems – state economic incentives sphere of professional training and development of employees, on the one hand, and the motiva-

tion of personnel at enterprises on the basis of productive activity, on the other.

State economic incentives for training and development of employees is considered as a structured set of state-guaranteed unsustainable competitive advantages, which gives a priority to business economics a temporary right to implement its own economic interests and encourages them to proactive reconciliation of competing interests in order to ensure continuous professional education and training. An important factor that will contribute to the formation of an effective system of the state economic incentives for training and development of employees is real security in practice of all the economic actors with unstable competitive advantages that were previously declared by the state. Under these conditions, the formation of subsystems of personnel motivation at the enterprise based on productive activity will be have to focus on priorities set at the macro level of human resources. Reconciliation of private interests of the economic entity with the national will affect the formation of motivational ideas of staff by management, research possibilities of its implementation; and the use of a system of motivating influences the behaviour of employees.