

DEVELOPMENT OF MOTIVATIONAL MECHANISMS – ACCELERATION OF INNOVATIVE ACTIVITY AT THE ENTERPRISE

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The article is devoted to the necessity of development of a mechanism of the motivation of innovation activity at an enterprise.

Modern conditions of managing are largely characterized by trends of globalization, integration, and convergence that leads to the innovation and modernization of economic activity as a guarantee of economic, social and environmental problems. The need for innovative development is especially evident in the background of the key challenges facing enterprises of Ukraine. The change in the operation conditions, increased competition, the development of transnational corporations, information trading and business ties between the two countries – all this, of course, means that stimulating innovation is one of the

key tasks of the personnel management of enterprises in each industry.

Therefore, of particular urgency is the problem of implementation of the internal motivational mechanism of innovative activity. Its solution will create conditions for an increase in efficiency of economic activities, level of competitiveness, provide opportunities for innovation, create conditions for solving conflicts between employee and employer and contribute to the stabilization of the balance of interests.

The purpose of this article is a synthesis of the main theoretical positions on staff motivation and directions of its improvement at domestic enterprises.

Therefore, each stage of the innovation process is influenced by various motivational factors that help or hinder an implementation of the idea.