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THE IMPACT OF THE INTRODUCTION OF MOTIVATIONAL MECHANISM ON THE EFFICIENCY OF THE ENTERPRISE

This article discusses the issue of motivation of the personnel at the enterprise. The author analyses problem of employees' motivation in the context of determining the influence of job satisfaction on the effectiveness of professional activities on the basis of sociological research. The author found the best motivational factor approved by the staff at the machine-building enterprises of the city of Kremenchuk.

It was found that one of the main causes of the low productivity of staff of machine-building enterprises of Ukraine is insufficient, and sometimes entirely absent motivation for high performance work. This is accompanied by lack of compliance with tools to motivate workers to maximize the results of their work, as well as the reduction of material to motivate staff. Under these circumstances, it is necessary to focus the policy of the enterprise in the field of financial motivation on ensuring the sustainable use of productive resources through improvement of advanced methods. The consequence of such activity is an increase in the level of development of the economic processes of the enterprise. Increase of the sta-

tus motives observed today does not mean demotion of material motives. They remain an important factor, capable of significantly increasing labour activity and contributing to the achievement of high results of individual and collective activity.

It is proved that each employee must be motivated to have a desire to achieve the goal of the organization. For the formation of a proper attitude to work, it is necessary to create the conditions under which the worker would see his work as a conscious activity needed for the normal material supply of his needs, as a source of self improvement, basis for professional and business growth. Motivation can be effective for the condition of application of modern forms and methods of financial motivation. Increase of the value of labour and status reasons does not mean lowering of the financial motivation. It remains an important factor, able to significantly increase the labour activity and contribute to the achievement of high results.

According to the study, managers of machine-building enterprises still have to pay sufficient attention to the motivation of the personnel, which is associated not only

with the material motivation, but the enterprise management, i.e. the
also with the opportunity for career employee's interest in the results
growth, creativity, participation in of work.