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## **PECULIARITIES OF PERSONNEL MOTIVATION IN MODERN CONDITIONS OF ECONOMIC ACTIVITIES**

Relevant problems of personnel work motivation in modern conditions of economic activities have been investigated. In spite of the fact that in modern society special attention is devoted to material aspect of reward for work, nonmaterial motivation is not less important than the material one. Effective control over an enterprise production and economic activity to a large extent depends on the use of properly established mechanism of motivation. Motivation to work efficiently is one of the main problems of management in any organization.

It is found out that one of the ways to increase the productivity and perfection of employees' quality of work is to influence their labour behaviour. Different methods of influence such as material reward, enforcement, reproof, etc., are used for the purpose. Nowadays, such a situation can be traced in many domestic enterprises though it is a well known fact that you can force people to give their work maximum efforts using other ways implying joint interest of employees and employers.

It is stated that knowledge of motivation mechanism allows for the authority to use different forms of

recognition and evaluation of employees' work and use them effectively in different situations.

It has been proved that modern model of enterprise management should include a mechanism for effective labour motivation which could allow to unite strategic goal of an organization with employees' needs and interests mutually coordinating different forms of stimulating with complexity and effectiveness of their work, objectively evaluating employees' ability to work, knowledge, experience, and opportunities creating conditions for realization and development of personnel's labour potential, system of flexible adaptation of employees to marketing economic situation bringing enterprise's interests closer to employees' interests and vice versa.

Three trends to perfect system of motivation in modern conditions of economic activities have been proposed. They are as follows: 1. Formation of salary by means of payment for the used labour. It may be implemented with the help of transparent system of labour payment establishment, minimum and maximum salary, record of a separate employee's work, department's work and the whole enterprise's

work. 2. Motivation of personnel self-development, because in conditions of modern dynamic world when we witness the increase of scientific and technical progress, it is necessary to update professional knowledge, skills and habits very quickly. 3. Formation of the system of personnel development thanks to professional improvement and encouragement of rationalization activity.