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FEATURES OF TRIAD OF WORK MOTIVATION OF HIGHER EDUCATION INSTITUTION'S INTELLECTUAL RESOURCES

Higher education plays an important role in staffing. Due to the necessity for reforming the whole system of higher education, the question of motivation of intellectual resource in institution of higher education is a quite relevant nowadays. The lack of transformations in the motivational system of higher education institutions demonstrates that this system has some unsolved questions. It also demonstrates the relevance of detailed research of the category "motivation". The aim of such study is further development of the mechanism "motivation of intellectual resources" for modern innovative institution of higher education.

The purpose of the research is to investigate the category "motivation" for institutions of higher education, to concretize and synthesize the characteristics of this concept by innovatization of educational process.

The result of the research represented a wide variety of contents of the category "motivation". Different sources highlight different notions. Some authors interpret it like a process; others give the com-

ponent definitions, highlighting the components, which form "motivation". There were distinguished the key elements of categories "motivation" and "labor motivation". The concretized definition of "motivation" represents the key elements, which allow displaying the process of motivation conditions as a time duration; which pays attention to importance of the given special circumstances, based on impact of socio-economic processes and special desires as well as qualities of a person.

According to the modern higher education institutions, there was generated the definition of labor motivation of intellectual resource. The results of the analysis show the importance of using different types of labor in higher education. The motivation depends on work typology. Each type of work has its functional feature. That is why, the motivation of specialists, occupied with different types of work, should be specialized. The research generated the definition of the category "labor motivation" for different types of work in institutions of higher education.