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## **STIMULATION OF LABOR AS A FACTOR OF INCREASING PRODUCTIVITY IN AGRICULTURE**

The crisis in the agricultural sector of Ukraine led to stricter requirements of management activities in agriculture, including formation of actual issues of motivation and stimulation of staff. The transformation of industrial relations requires a focus on developing quality and motivation of existing systems in agricultural production.

The presented paper proves that the foundation of motivation is each individual's needs. The article provides their sources. Research classifies the motives and of labour behaviour and activities of agricultural workers into four main groups: physical, spiritual, industrial and household, and social.

It is established that the characteristics of motivation in agriculture are caused by three groups of reasons: features related to agriculture as industry, especially the agricultural labour and organizational factors and so on. Based on current practical ideas for category incentives, it was found that the dominant existing conditions are financial incentives. Thus, today one of the topical problems of modern la-

bour economics is a comprehensive study of the problems of wages in market conditions.

Since the main source of material interest in work is wages, the article shows its level in the field of agricultural enterprises. One of the reasons that makes motivational mechanism of agricultural labour imperfect is absence of direct link between income and farm workers performing their work. It is only possible to overcome the negative effects of agricultural labour and increase its efficiency through a radical transformation mechanism of motivation through the use of effective levers and incentives. The results of the research are presented for motivating and stimulating elements that can be used in farms to form the motivational system. The effectiveness of incentives depends on the feasibility of an individual approach to forming a system of rewards of different categories of employees. That is, effective motivation involves the construction of a competitive system of rewards for groups of employees (some employees) who are valuable to the organization by skill level, scarcity profession.