

FORMATION OF A PERSONNEL MOTIVATION SYSTEM AS A TOOL FOR ADMINISTRATIVE MANAGEMENT

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Завдання данної статті розповісти про мотивацію праці робітників у сфері менеджменту. У статті розглядаються проблеми пов'язані із стимулюванням працівників до діяльності по досягненню цілей підприємства через задоволення їх власних потреб.

Ключові слова: *мотивація, кар'єрний ріст, мотиваційний інструмент, стимулювання працівника, теорія мотивації, стратегічне планування, результативність.*

The task of this article is to tell about the motivation of workers in the field of management. The article considers the problems associated with encouraging employees to work to achieve the goals of the enterprise by meeting their own needs.

Keywords: *motivation, career advancement, motivational instrument, stimulation of worker, the theory of motivation, strategic planning, effectiveness.*

A modern specialist is economically the active cell of society: he looks for such a job, which would bring not only satisfaction but also deserving salary and confession of colleagues. The all above-stated becomes the actual model of the motivation of personnel ready to sell the business hours and rise in a professional plan in totality.

Stimulation of labour is composed of two constituents - material, which is most clear for all groups of workers busy in the different spheres of activity, and moral, supposing confession of personality qualities of man.

According to the worked-out conceptions the basic forms of material stimulation of labour it is been:

- salary, bonuses, and raises, characterizing the estimation of deposit of certain worker in the results of activity of an enterprise. A salary must be foremost competitive because exactly she is a key factor in the choice of job. Unfortunately, now this form of material stimulation on many

enterprises does not execute the role in the increase of effectiveness of labour and production, and frequently and restrains these processes.

- system of intracorporate privileges to that belong partial payment of feed or passage to the job, sale of products of the enterprise to his employees on favourable prices, the grant of advances free of interest or credits on subzero interest rates, additional charge for the experience of work on an enterprise, insurance of workers due to an enterprise.

Along with material the moral forms of stimulation of labour of workers are distinguished:

- advancement of a worker on a quarry stair, payment of educating on the courses of in-plant training, organization of internships.

- non-material privileges to the personnel: grant of right on the sliding chart of work depending on the work-load of enterprise, more early retiring, a grant of off-days or additional vacations for the special achievements in-process, organization of summer rest of children and adults.

- creation of favourable atmosphere among the workers of enterprise, removal of administrative and status barriers.

The advantage of the above-stated methods consists in the generalized result; the influence of methods spreads to the majority of employees of the enterprise, producing the same greater efficiency for an enterprise unlike material motivation of the most successful employees.

Maximal effect motivation of employees can give at a system action. Corporate culture must include the ideal working system of non-material motivation of personnel. The ideal system is the system allowing the employees clearly to see the volume of support of loyal personnel.

Under motivation of personnel imply the verbal moral nudge of personnel to activity with the eventual result of achievement of strategic aims and tasks of enterprise. Literate stimulation of personnel assists the height of efficiency of work of separate employee and enterprise in a complex.

Summary.

High efficiency of personnel on an enterprise frequently is a protracted job of company management performance on forming on the enterprise of the atmosphere of effective and productive labour. A key moment herein is the system of motivation, existing in an enterprise. Such a system plugs in itself both wage incentives and elements of non-material encouragement. Thus in the conditions of high competition for labour resources the last can go out on the first plan. Nevertheless, a salary traditionally carries in itself a key stimulant effect, and the motivational mechanism of salary has a qualificatory value. In the consciousness of a worker a salary is psychologically associated with confession of his authority on an enterprise, by implication determines his social status, influences on satisfaction work and the personal motivation. Through a

salary, an employee can estimate own productive results by comparison to colleagues. For this reason, at the construction of the system

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INTERNET STARTUP: MARKETING STRATEGIES (ІНТЕРНЕТ СТАРТАП: МАРКЕТИНГОВІ СТРАТЕГІЇ)

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The article is devoted to the topic of marketing strategies for a successful startup. It is easy to see how difficult it is for them to separate the grand strategy from the marketing strategy by observing executive practitioners who study in business education programs. Therefore, in this article, we will focus on both customer acquisition and product improvement in line with market needs.

Key words: *marketing, advertising, startup, conversion, optimization.*

How to understand what a marketing strategy is? A marketing strategy is a battle plan for the work of a commercial enterprise. This know-how package defines sales markets, customer segments, pricing methods and sales channels. A marketing strategy defines a long-term goal, reveals ways to achieve it, from starting points to short-term goals, by achieving measurable indicators.

During the launch phase, product reviews and impressions are more important than customers. The faster you solve consumer problems, the more likely your idea will be successful. Based on the above, the steps to a successful startup were formulated.

Step №1. VIRAL MARKETING & GROWTH HACKING: BUILDING MARKETING INTO THE PRODUCT.