

## THE ROLE AND IMPORTANCE OF SELF-MOTIVATION IN AN EMPLOYEE'S LABOR ACTIVITY

*У тезах розглянуто поняття мотивації та самомотивації. Досліджено концепцію внутрішньої мотивації та її ключові аспекти, такі як автономія, майстерність і мета. Проаналізовано вплив організаційної культури, комунікації та підтримки керівництва на стимулювання самомотивації працівників. Визначено, що сприятливе робоче середовище, яке підтримує внутрішню мотивацію та визнає досягнення працівників, сприяє досягненню високих результатів у трудовій діяльності.*

**Ключові слова:** самомотивація, внутрішня мотивація, продуктивність, трудова діяльність, управління трудовими ресурсами

*The concepts of motivation and self-motivation are considered in the thesis. The concept of intrinsic motivation and its key aspects, such as autonomy, mastery and purpose, are investigated. The influence of organizational culture, communication and management support on stimulating employees' self-motivation is analyzed. It is determined that a favourable working environment that supports intrinsic motivation and recognizes the achievements of employees contributes to the achievement of high performance in labour activity.*

**Key words:** self-motivation, intrinsic motivation, productivity, labour activity, human resource management.

In the modern world, where the issues of productivity and efficiency in work are becoming more and more relevant, the role of self-motivation of employees acquires special importance. The researchers note that motivation is not limited to external factors, such as salary increases or bonuses. Internal motivation, namely self-motivation, turns out to be key to achieving high results in the labour field. This issue attracts the attention of scientists, who note that self-motivation plays an important role in shaping the professional activity and development of an employee. In this connection, there is a need for a detailed study of this phenomenon and its impact on labour productivity.

In general, motivation is an internal drive that arises from a need and fuels an individual's desire and will to use their energy – both physical and mental – to achieve their goals [2].

The natural inclination to engage in intrinsically motivated behaviour is an important feature of human nature and plays an important role in development, high-quality performance and well-being [4].

When faced with challenges, people can use the mechanism of self-motivation to push themselves to achieve their best performance. Self-motivation is based on feelings of independence, competence, and connection. Unlike extrinsic motivation, such as low pay or limited career opportunities, self-motivation helps overcome self-doubt and internal conflicts [1].

Self-motivation is a process where a person directs his or her activities to meet his or her needs and achieve goals. Motivation, on the other hand, is an internal force that pushes us to take certain actions, satisfying our needs and desires to achieve certain results [3].

Intrinsic motivation is the desire to perform an activity for one's satisfaction or internal desire, rather than for external reward.

Pink proposed a theory of motivation that has three main elements of intrinsic motivation: autonomy, mastery, and purpose. Autonomy means the desire to control one's own life. Mastery means the desire to improve in something that matters to the performer. Purpose means the desire to contribute to something bigger than yourself [4].

However, not all employees have the same level of intrinsic motivation. If employees' motivation is weak, it can lead to lower productivity and increased turnover, which can create a problem of human resource drain from the organization [5].

In particular, a high level of motivation is characterized by the following indicators: punctuality and efficient use of time to complete work. In addition, high motivation is manifested in the ability to take initiative and propose new ideas, as well as in a deep knowledge of the details of the work. Highly motivated individuals are confident in their abilities and determined to achieve their goals, and they are enthusiastic. Low motivation is characterized by frequent complaints about various aspects of work, high absenteeism, neglect of work, and lack of interest in achieving goals. Low productivity is also an important indicator of low motivation, as it reflects an individual's overall job dissatisfaction [3].

Employees experience different levels of job satisfaction, which is determined by their physiological, safety, social, and self-esteem needs, meaning that performance and comfort at work largely depend on meeting the basic needs of employees. The study found that timely payment of salaries and safe working conditions contribute to employee satisfaction. It is also important that employees feel valued by the company, which can be expressed through recognition and support for development by management. These results indicate the importance of not only the material but also the social and psychological aspects of the work environment in maintaining employee satisfaction and productivity [2].

Organizational culture also has a significant impact on employees' intrinsic motivation. For example, leadership style, quality of communication, and human resource management practices can stimulate or suppress intrinsic motivation. It is also important to support employees, recognize their value and provide opportunities for personal and professional growth [4].

**Conclusion.** Self-motivation is a key element of successful work, as it stimulates the employee to self-realization and continuous professional development. It helps to overcome difficulties and obstacles on the way to achieving the set goals while providing inner satisfaction from the work process.

Factors such as organizational culture, communication, and support from management play an important role in maintaining employee self-motivation. A supportive work environment where employees feel valued and recognized for their achievements encourages them to achieve high performance.

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