

IMPROVING STAFF WORK BY APPLYING MODERN METHODS OF PERSONNEL STIMULATION: SOCIOLOGICAL ASPECT

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Labour productivity is the subject of agreement between an enterprise administration and a working group for the work to be performed in market conditions. So, the role of improving productivity is essential to economic development and increasing production efficiency, not only in business, but in the country as a whole, as due to labor productivity the growth of production is achieved which contributes to better meet the needs of the population and the state. Also increasing productivity is the main source of national income, fostering its economy and growth of wealth of the people. [1, p.396]

Stimulation and motivation are crucial factors in management of personnel. Stimulus is a lever of influence that invoke certain reasons. The incentive can be a kind of promotion other people, promises,

commitments and carrier obligations and opportunities and much more that can be offered to man as compensation for its actions or that she wanted to receive as a result of certain actions. [2, p.418]

Using different forms and methods of stimulation will allow the firm to form an effective management of the staff to work effectively, which in turn will contribute to both functionality and enterprise development. Therefore, the economic activity of the enterprise depends largely on the correct organization of financial and management experience within the enterprise.

The sociological survey conducted allowed to make vivid conclusions about the stimulation system. Analyzing the answers of the respondents, it can be argued that the problem staff's work promotion is relevant today because most of them believe that promotion of employees increases productivity, it amounts to 70% of entrepreneurs and 80% of workers. Also staff motivation system is used by almost all companies (about 92%). Notably, the majority of respondents understand the term "stimulation" as monetary awards, improving working conditions and a variety of remunerations, certificates, gratitude and cards for recreation facilities. However, the most effective promotion is material.

The existence of web site at the firms is typical in the era of new technologies. This gives you an opportunity to get the latest information on business development. According to research Web site exists in approximately 80% of enterprises. In this connection, we offer a new project that can be used for personnel as a means of stimulation. It lies in the fact that each employee has the opportunity to leave a comment about anyone on that web site. The comment should be substantiated by the actual facts. The specially designed system of performance of employees evaluation would show that for every action one employee may provide +1 or - 1 point. It is important that responses are anonymous to avoid conflicts in the team. In the end a worker who has got to his address positive response from his colleagues receives remuneration. If the opinion is negative, the situation is considered by company management the necessary measures should be taken. This promotion is effective because the employees are not only interested in working better and more efficiently but also maintain a cordial relationship among the staff. We offer to create a "Motivational Foundation, which accumulate 30% of the net earnings of company (70% is used on the previous basis: divided into equal parts respectively among the employees). This project aims to develop a system of motivation in business.

Therefore the sociological survey conducted allowed to find out a number of pressing issues in the field of productivity and methods of its increasing by stimulation of the personnel. In particular results of the survey emphasized the efficiency of modern methods of stimulation, highlighted the features of stimulation in business and the desire to improve business system stimulation and increase staff productivity. The system of stimulation is very important in the effective management. The state of the economy and social relations in the world is unstable and difficult. The situation is constantly changing and therefore approaches to the choice of effective methods of personnel management should be changed.

List of sources

1. Boychyk I.M. *Ekonomika pidpryyemstv: Navch. posibnyk*. - K:Atika, 2004. – 480p.
2. Krasnokutska N.V. *Innovatsiyny menedzhment: Navch. posibnyk/ Krasnokutska N.V.* – K:KNEU, 2003. – 516p.