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## **METHODS OF DETERMINING THE EFFECTIVENESS OF MOTIVATION IN THE ENTERPRISE**

The effectiveness of work in most organizations and companies is measured and evaluated according to its own methods, in spite of this, the main objectives are the same - to measure, evaluate (feedback), and stimulate performance of the individual. Currently, assessment of effectiveness is not enough used in the production process (operational management), which has a negative effect on business planning. Justified and effective methods of effectiveness evaluation are the most powerful source of motivation in the investment and construction activities. The process of effectiveness evaluation allows to associate it with the finished construction products, remuneration system and stimulation. This process is extremely important in terms of motivation of workers and engineers. It must be consistent with systems

The problem of achieving the effect of labor motivation is relevant not only for countries with economies in transition; it is worried by progressive scientists and politicians, business leaders and managers all over the world. The economic effect of motivation in a context of intensifying competition is very important: the growth of wages, which occurs in accordance with the growth of labor productivity or somewhat ahead of it, creates favorable incentives for finding the most advanced competitive advantages [1].

At the same time, one can not underestimate the social effect of stimulus measures. Reducing the motivating and stimulating role of remuneration and revenues leads to the opposite effect - a decline in labor productivity, ineffective use of working time, degradation of the quality of labor potential and other negative socio-economic impacts.

The basis for the study of the effectiveness of methods of motivation is a system of indicators that characterize the complex and systemic influence on the object of management. In this regard, it is worthwhile grouping all the indicators of the effectiveness of methods of motivation of labor on the basis of homogeneity: indicators of staff movement, social and psychological climate, economic labor indicators, indicators of labor organization, educational and qualification level, socio-economic and innovation activity[2].

The performance indicators of staff motivation methods affect all economic performance of the company. For example, economic indicators can affect company revenue, costs, profitability, profit, etc.

Indicators of the educational and qualification level of the personnel influence on such economic indicators of the enterprise as the number of mastered innovative types of products, expenses of the enterprise, volume of commodity products, return on assets, material productivity, labor productivity. One of the main indicators of effectiveness in assessing the methods of motivation is the effect on the enterprise.

The choice of personnel motivation tools is carried out individually for each enterprise, and the list of indicators in assessing the effectiveness of labor motivation will vary. An example can be the improvement of collective bargaining, which may affect the improvement of conditions and wages [3].

This could be achieved by creating a retirement package, securing job position, and insurance. The third level is affiliation which is the need to feel a sense of belonging or to be loved. In the workplace, this means to feel as though they are a part of the group and included in the work. People have the urge to be accepted by others, especially the people they are around the most. The fourth level is explained as esteem. This is the view that one has of themselves. In order to fully understand this level, the person must have a high image of them self and encompass self respect. This level has two components: feelings of self worth, and the need for respect from others. The last and final stage of the hierarchy of needs is self actualization. This level is defined as someone being all they can be and they have met each of the previous stages. In this particular level, the person's talents are being completely utilized. Maslow believes that

no one is ever completely self actualized. People are always striving to be better and use their talents in new ways.

Traditional payment by piece-rates, or piecework, is a system of individual remuneration, while others are being the group systems (for example, a team contract). Popularity of the group systems is growing, as they allow to encourage workers and engineers to achieve the purposes of the administration, via higher productivity and labor share cooperation between the engineers and administrations due to higher earnings. As part of the individual remuneration systems, workers often recognize the effect only of obtaining higher earnings. When the group incentive systems are applied, it is tended to include additional forms of involving the workers and engineers (e.g., the productivity brigades, and others).

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