

DEMOGRACY, LABOR ECONOMICS, SOCIAL ECONOMICS AND POLITICS

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THE MOTIVATION OF INNOVATION ACTIVITY OF PERSONNEL

In the article the concepts «motivation» and «motivational mechanism» are considered, the components of motivational mechanism of innovative activity of enterprise are determined; the classification of motivation of innovative activity of personnel is resulted.

The effectiveness of innovation development greatly depends on the stimulation system of innovation activities. It should include two efficient stimuli of innovation activities for all participants of innovation process, arouse motives to creative work, and create mutually beneficial economic mechanism of their interrelation.

Effectiveness of researchers and developers is measured by forms and methods of motivation and stimulation, which features stipulated by the kind of work. Goals achievement persistence is forming under the influence of powerful motivational factors.

Theoretical base of the modern ideas about features of intellectual work of creative character and its motivation is developed by B. Henkin, P. Zavlin, V. Inozemtsev, H. Slezinger and others.

An important contribution to scientific thought development in the field of motivation of labour activities that needs realisation of scientific and technical creative work, make following native scientists: P.P. Mykytiuk, T.H. Dudar, V.V. Melnichenko, T.O. Skrypko, O.M. Denysenko, A.P. Hrechan and other. But the greater part of their works has mainly general-theoretical character or devoted to solving of separate aspects of problems.

The aim of the paper is an analysis of material motivation of innovation activities by criteria of form, direction, purpose, duration and hierarchical dependence; consideration of motivational mechanism.

Introduction of the system of material stimulation of innovation personnel activities in the enterprise foresees application of economic justification procedure of different material payments. One of the widespread criteria of assessment of material stimulation system effectiveness is the assessment of correlation of gained effect after application of this system and its real-

ization costs. If additional effect, which exceeds stimulation payments, appears, the system of material stimulation is considered as effective. Achievement of effectiveness of material stimulation

system functioning is the result of the right choice of economically grounded set of assessment characteristics, and also measurement data and conditions of awarding bonuses.