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INVESTIGATION OF INFLUENCE OF STAFF INCENTIVES FOR PRODUCTIVITY

The article considers an essence of stimulation of personnel, its basic descriptions and influence on the productivity of labour. Investigated main constituents and terms of forming of the effective motivation system, which will lead to the high labour results in modern market conditions.

The problem of workers' stimulation for the labour productivity is today one of the most important questions, when enterprise try to gain a competitive advantage from the employment and use of high-quality personnel. However, nowadays effective system of personnel motivation and its stimulating for work only start to appear in our country. It stipulate for necessity of investigation of the corresponding foreign experience. Increase of labour efficiency is related to main goal of society: to provide economic growth, which is determined by GDP increase as a whole and per capita. It causes the need to prove measures of increasing of labour use effectiveness at the level of every enterprise as a first link of common production in all sectors of national economy. Thus, it is difficult to exaggerate the actuality of researches of problems related to process optimisation

of personnel stimulation for labour productivity.

Effective management of industrial and economic activity of enterprises greatly depends on the use of well-organized motivational mechanism. Investigation of defined and other problems of motivation and labour stimulating, recommendations' development to provide effectiveness of personnel stimulation are the most important tasks of economic science at the modern stage of development of our country and society as a whole.

When constructing wage and labour stimulation systems, head of an enterprise should take into account that it is impossible to motivate equally all employees. It will help him to make wage and labour stimulation systems economically effective. Head of an enterprise can make an individual system of motivation for each employee or group of employees, using division of personnel.

When constructing wage and labour stimulation systems, it is necessary to take into account that effectiveness of enterprise personnel motivation have to display degree of achievement of social and economical goals, which make management of enterprise.