SUMMARY

Subject matter of the dissertation: Analysis and improvement of the staff motivation system in the organization (on the example of LLC "Raduga")

Author of the master’s dissertation: Gutsaev Azamat Muratovich

Scientific supervisor of the master’s dissertation: Dr. of Economic Sciences, Professor of the Department of Economics, Management and Finance O. L. Taran

Customer organisation: LLC "Raduga"

Topicality of the research: Over the centuries, managers have used various tools to attract people to work, as well as scientists were closely engaged in studying the theoretical bases of motivation of workers. Today, in the 21st century, the human factor is one of the most important factors in the production and operation of the enterprise, because of this, it is necessary to properly motivate and stimulate staff. Unfortunately, many modern managers retain a stereotypical opinion according to which there is enough material reward to motivate people to perform a particular job, which is fundamentally wrong. In the process of analyzing the main theories of motivation, we learn that, when creating a motivation system, managers need to focus not only on the needs of individuals, but also on employee expectations and perceived fairness of remuneration.

A well-developed system of motivation increases not only the social and creative activity of employees, but also helps the company achieve its goals and objectives. But at the same time, it should be clarified that there is no single system of motivation and stimulation, therefore, in order for the organization to function successfully and reach great heights, each individual enterprise needs to develop its own system, in accordance with the structure of the organization. Unfortunately, nowadays, the problem of motivation remains one of the most urgent and unresolved problems in the practice of managing organizations.

Objective: to study the theoretical foundations and develop measures to improve the motivation system in LLC "Raduga".
Tasks:
- the definition of the concept of staff motivation, the study of its role and importance in the management of the organization;
- the analysis of the basic theories of staff motivation;
- the general characteristics of LLC "Raduga" and the analysis of the labor resources of the organization;
- the research of the ways of motivation of workers at the enterprise;
- the consideration of the mechanisms for improving the personnel motivation system in LLC "Raduga";
- the development of measures to improve the staff motivation system in LLC "Raduga" and evaluation of their efficiency.

Theoretical significance of the research is to expand the scientific understanding of the staff motivation, its essence and significance in the activities of modern enterprises.

Practical significance of the research is to offer its recommendations on improving the staff motivation system, both in LLC "Raduga", and in other enterprises of small and medium-sized businesses.

Results of the research:
- increase the effectiveness of the staff motivation system in LLC "Raduga";
- implementation of recommendations for improving the staff motivation system in LLC "Raduga".

Recommendations:
- transformation of the wage system in the organization;
- prevention of destructive conflicts to maintain a high level of psychological comfort in the organization;
- formation and maintenance of corporate culture in the company.