Summary

Subject matter: Improvement of the system of the staff motivation (on the example of “Sport” Ltd.).

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Customer organization: Hotel and entertainment complex “Sport” Ltd.

Topicality of the research: Every manager strives for the personnel working more effectively, qualitatively and effectually. A path to successful management of an organization lays through the understanding of the staff motivation. You can work out an effective system of motivation and stimulation only in case you have information about what impels a person to activity, which motives are in the basis of his actions. Thereby, topicality of the research is caused by the need in development and improving of an organisation’s motivation and stimulation system in the Russian economy.

Objective of the research: Giving a precise definition of the theoretical foundations and defining the direction of improving of the staff motivation and stimulation system in modern organisations.

Tasks:
- to give a precise definition of the essence and content of the staff’s motivation and stimulation systems;
- to make a comparative analysis of the theories of motivation;
- to study the forms and methods of stimulation and motivation of an organisation’s employees;
- to characterize the activity of the “Sport” Ltd.;
- to analyze the existing system of the staff stimulation and motivation in the “Sport” Ltd.;
- to develop the mechanism of improving of the staff stimulation and motivation system in the “Sport” Ltd.
**Theoretical significance of the research:** is in the detailed comparative analysis of the motivation theories and also in refinement of the difference between motivation and stimulation as two processes.

**Practical significance of the research:** is in the defining the new forms and methods of stimulation of an organisation’s personnel, implementation of which will allow to improve the activity of any company.

**Results of the research:** The structure of the mechanism of the staff motivation and stimulation has been worked out, its main components, instruments and performance methods have been outlined. The main principles, targets and objectives of the construction of the stimulation and motivation mechanism in small and medium-sized business have been formulated, the procedure of creating an effective model of the staff labor motivation mechanism has been worked out on the basis of forming relationships with the quality system, with the assessment and the analysis of the customers' satisfaction, with the methodology of constructing the motivational profile and the motivating assessment of the staff's work effectiveness.

**Recommendations:** The main recommendations for improving the motivational process and prevention of the demotivation are: providing realistic information in the process of selection, the formation of realistic expectations, staff management by objectives, setting realistic goals, dividing complex targets into short-term stages, active use of the additional workers' skills, attention to the workers' ideas and proposals, the formation of the corporate culture, the development of a sense of belonging to the organisation among employees, promotion and evaluation of the staff achievements, developing the career management system.