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**Material stimulation as a priority determinant of the personnel  
motivation mechanism at the enterprises**

The article studies the role of labor motivation in modern conditions. The essence and significance of material labor stimulation as the main element of motivation are considered. The disadvantages of material motivation of labor and the effect of the mechanism of material and non-material motivation of labor in enterprises are analyzed. The main interests of workers and the features of introducing into practice new approaches to the management of motivational processes at enterprises of Ukraine are determined. At the present stage of economic development, it can definitely be argued that no management system can exist safely if it does not contain an effective system of labor motivation, that would encourage the employee to work fruitfully and efficiently to achieve a specific goal. It is necessary to develop a system of labor motivation, which would make it possible to combine the needs and interests of employees with the tasks of the enterprise to the greatest extent possible. High returns from subordinates and effective management are impossible without a focused and skillful impact on the motivation of workers. After analysis, we can draw the following conclusions: when building an incentive system, the head of the enterprise should remember that it is impossible to stimulate all employees equally. This will help the manager to make the motivation system cost-effective. Today, it is impossible to effectively manage an organization that has not reached the interest of the personnel (company), which, in turn, cannot be feasible without the presence of motivation. Personnel motivation is a "stumbling block" not only for each specialist, but of course for the leader. The success of the company cannot be achieved without working with the same employees from the summer cottage, as well as without the commitment of the company's personnel to goals, mission and principles. The presence of one motivation system can successfully function in one enterprise and not at all in another one. The economic efficiency of any type of human activity is established by the pursued goals, which are based on the motives, interests and needs of the subjects of labor. Motivation for effective labor return is one of the most important issues of personnel management for any enterprise. Motivation systems for employees of an enterprise should be constantly improved, since there is a threat of a growing shortage of highly skilled workers in the workplace. Attracting, and most importantly, keeping employees with high professional and qualified qualities at the enterprise is the main task, which can be solved only if a high level of staff motivation is achieved.