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CURRENT TRENDS IN THE ENTERPRISE INCENTIVE

In a rapidly changing world it is important to keep up with global developments in work motivation. It does not mean that the company will operate successfully having modern equipment, wasting production technology, necessary resource base. Other company competitor can have the same components. Every effective leader is trying to persuade employees to work better, to create internal motivation for active employment, to maintain interest in the work and to initiate experiencing satisfaction from the results.

Elaborate incentive system efficiency and quality of work help to mobilize labour potentials, to create the necessary interest of workers in the growth of individual results, to show their creativity, to increase their level of competence, which is expressed in improving the quality of work performed [1, p.484].

Stimulation of labour is primarily external motivation, element of work situations that affect human behaviour at work. It is the shell of material motivation. It carries the load and intangible, that allows the employee to realize himself/herself as a personality and as an employee at the same time [2, p.17].

To determine the effectiveness of incentives in the enterprise "Zhytomyrskyi Maslozavod" an analysis of turnover is held. The enterprise "Zhytomyrskyi Maslozavod" is the prevailing processing enterprise of the region. The basics of company's activity is the production of the entire range of dairy products. Production of the enterprise is in popular demand at the market of Ukraine and abroad (Israel, Moldova, Holland, Bulgaria, Africa and etc.).

The number of employees in the company has been steadily increasing for the last 3 years, which is primarily due to a steady increase in production and sales of output.

During the study period the financial status is stable and consistent. Key result indicators of the enterprise "Zhytomyrskyi Maslozavod" remain consistently high. The slight decline in profitability is the result of an increase in production costs.

Analysis of the effectiveness of incentives for employees of the enterprise "Zhytomyrskyi Maslozavod" indicates a high social and economic efficiency of the personnel department work. All indicators tend to improve, the company has a high potential workforce. The impact of management is very high because the labour productivity (output per worker) increases, the average wage per employee and total payroll are annually increasing.

To improve the system of incentives for workers it is proposed to form an effective incentive system, such as: a constant and a variable part of salary, flexible bonus system, the system of pecuniary compensation, benefits package, various compensations and deprivation of bonus system, career growth.

So, to understand deeply the behaviour of employees and to influence it properly, a modern manager must possess the theory and methods of stimulation, be able to determine the causes of low productivity and effectively stimulate employees to improve it. Development and implementation of a new system of incentives is one of the most important strategic activities of personnel managers. Motivational programme is perhaps the most powerful tool in human resource management. This is according to the analyzed data of the enterprise "Zhytomyrskyi Maslozavod", where a good teamwork and high profits are provided.

Literature

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