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EMPLOYEE MOTIVATION AS AN IMPORTANT FACTOR IN INCREASING PRODUCTION EFFICIENCY

Every enterprise is interested in increasing production efficiency. And the increase in production efficiency depends on increasing the labor productivity of employees. This can be achieved in two ways - economic and managerial. The economic method is an effective method, but it requires significant material costs. The management method is aimed at effective and productive work of employees by increasing their personal interest. The methods of motivating employees can be very diverse and depend on many different factors, but the main ones are economic and socio-psychological (intangible) methods. The economic methods of stimulation include wages, payment of the regular holiday, the possibility of life and health insurance, the possibility of receiving material assistance, money loans with a reduced interest rate, the possibility of studying at the expense of the enterprise, discounts on trips to health facilities, etc. This is the most common type of motivation, and it works quite successfully. The main socio-psychological methods of stimulation include - a good moral climate in the team, the possibility of career development, feedback from management and subordinates, the opportunity for the employee to realize himself and use the employee's skills that he/she values, recognition of the employee's achievements by the management and the opportunity to develop as a specialist.

Thus, we can draw the following conclusions: in order to increase production efficiency, we can use not only economic methods that require significant financial investments, but also intangible methods of employee motivation, because thanks to the necessary attitude of employees, we can achieve a real increase in productivity without significant financial investments, which will certainly have a positive effect on the activity of the entire company as a whole.