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## DEVELOPMENT OF THE STAFF MOTIVATION SYSTEM AS A FACTOR OF IMPROVING THE EFFICIENCY OF THE ENTERPRISE

Motivating of the staff and creating the conditions for their interest in increasing the efficiency of the enterprise as a whole, and even the development of social partnership in particular, are the main tasks of a modern business entity. The development and application of effective personnel motivational models contributes to increasing productivity, competitiveness and, as a result, the profitability of the enterprise. Moreover, it gives an opportunity to reach a higher level of economic development and realize one's potential.

In order for the company to be able to increase the efficiency of its activities, it is necessary that the staff is sufficiently motivated. Companies around the world that pay due attention to human resources as their central link and constantly increase the degree of motivation of their personnel tend to be more successful and efficient [1]. People are vital to the enterprise, because it is the employees who bring new views, values, and by successfully managing them, human resources are important advantages for the company.

The motivation (material and immaterial) of labor activity there is one of the way to increase labor productivity and, in general, the profitability of modern enterprises.

The regularities of the transformation of the content of labour in the developed countries of the world force to update the theoretical and methodical approaches to the assessment and stimulation of personnel work, and, in particular, the assessment and regulation of labor productivity, the efficiency of the enterprise as a whole.

Finding out what employees work for means getting a powerful tool to influence them. Motivation increases labor productivity, and changing the attitude of employees to work increases the profitability of the enterprise [2]. Therefore, taking into account the task of effectively reforming motivational systems in enterprise to ensure the growth of labor productivity, high rates of technical progress, and increase the competitiveness of products, the study of the impact of personnel motivation on the efficiency of the enterprise acquires special relevance and significance.

Directions for improving the staff motivation system as a factor in increasing the efficiency of the enterprise were considered based on the materials of the Joint Stock Company "United Mining and Chemical Company" of the Vilnohirsky Mining and Metallurgical Combine branch.

The productivity of the personnel of the enterprise and the level of wages were analyzed. The enterprise must establish a clear correspondence between the growth rate of wages and its productivity. For efficient management, it is necessary that the growth rate of labor productivity outstrip the growth rate of wages. If this principle is violated, then there will be a threat of overspending of profits and a decrease in the motivation of the personnel of the enterprise.

In 2021, the index of change in average wages compared to the previous period was 1.1 for pieceworker and 1.12 for the tariff system of labor payment, the labor productivity index was 1.04. The given data show that the rate of growth of labor productivity in the branch of Vilnohirskyi MMC is lower than the rate of growth of wages. Therefore, the management of the enterprise needs to direct its efforts and develop a set of measures to increase the efficiency of the staff.

In order to confirm the relationship between the level of profitability of the enterprise and the costs of the enterprise for the material and non-material motivation of the personnel, a correlation-regression analysis was performed, which is a method for determining and quantifying the relationship between statistical features that characterize individual socio-economic phenomena and processes.

When performing economic-mathematical modeling and building correlation-regression models, it was found that the formation of profits of the Vilnohirskyi MMC branch, as the main indicator that testifies to the effectiveness of activities, largely depends on the costs of material and non-material motivation of personnel.

A comparative analysis of mathematical models shows that the slope =1.4 in the regression (dependence on costs aimed at non-material motivation) is greater than =0.56 in the regression (dependence on costs aimed at material motivation), that is, if costs on non-material motivation will increase by one hryvnia, and all other conditions will remain unchanged, the financial result of the combine will increase by 1.4 hryvnias. At the same time, if the costs of material incentives for personnel increase by one hryvnia, the financial result will increase by 0.56 hryvnias. Thus, the formation of the company's profit, a branch of Vilnohirskyi HMC, largely depends on the costs of material and non-material motivation of personnel.

The results obtained at the previous stages of the research clearly indicate the need to improve the material and non-material component of the motivational policy at the enterprise, provided that the close connection between payment and the efficiency of the enterprise is taken into account.

It is recommended that funds for additional wages (material and non-material motivation) should be used in such a way that the growth rate of labor productivity outstrips the growth rate of its payment. Only under such conditions are opportunities formed for increasing the rate of expanded reproduction and increasing the efficiency of the motivational mechanism.

#### References

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