

INFLUENCE OF MOTIVATION OF BUSINESS ON SOCIAL AND ECONOMIC DEVELOPMENT OF UKRAINE

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In article the motivation of enterprise activity in social and economic development of Ukraine is considered; results of sociological research of the basic incentive motives of workers are presented; the analysis of features of motivation of enterprise activity is carried out.

Keywords: enterprise activity, motivation, social and economic development, sociological research

Relevance of research. Lingering economic crisis in Ukraine together with the inherited from the Soviet administrative system apathy at work, low level of discipline, low-market thinking is causing large-scale low work potential of employees as private enterprises and public sector enterprises. In these difficult economic conditions, one way to improve the economic status of private enterprises is innovation in management of human resources.

Warped idea of privatization of its interests without regard to how staff employees and administration, lack of large national capital, equitable legal framework for attracting foreign investors in the privatization process did not give the expected positive results of economic activity. Most of the privatized enterprises without intensifying investment activity, the application of knowledge, skills of workers, skilled leadership failed to provide even the simple creation of production and human resources were not provided with economic and legal conditions to stimulate job creation - the material basis of employment.

Among the factors that have a significant impact on business activity in Ukraine, along with economic factors, some place is the motivation system of the process. Increasing importance and specific features of motivation is that the mechanism of business in Ukraine will be formed mainly on the dependence of proprietary business motivators, which are based on a desire to meet initial needs. This was not to be understood in the literal sense that we should abandon the use of universal (including those based on the needs of

higher levels) motivators labor and business, non-proprietary business motivators.

The aim is to establish the stimulation of entrepreneurial activity in the way of economic restructuring in Ukraine.

The main content of work. Results of system analysis conducted during the research indicate that in Ukraine there are several areas set up an alternative sector in the economy.

First should be mentioned in particular the development of leasing relations. Rent - this is based on contract paid temporary possession and use of property which is necessary for the tenant so that he could engage in business activities. The objects of lease may be integral property complexes of state enterprises, property or individual units, such as machine tools. The subjects of lease is the landlord and tenant. Lessors in the lease of government property are the property of the respective governing bodies and the State Property Fund of Ukraine. Rented act as labor groups and individuals. Tenant contracts with a landlord, which stipulates the composition and value of the property, lease term, lease payments, the mutual obligations of the parties. The lessee uses the property for the organization of independent business. The feature of business in a rental is the disposal of products and profit entrepreneur and partial disposal of leased property. Complete the property owner is the landlord.

In the first phase of economic reform in Ukraine was the dominant means of rent of privatization. Over 60% of enterprises were privatized in this way it is. This can be explained by the fact that many labor groups and private business to lease an attractive form in the initial stages of their activity during the transition to the market because it is not excluded in the future purchase of property, transfer it to private property. In turn, the desire to have private property serves as a force powerful enough incentive for those who want to do business.

Motivation business - a difficult, complex, global problem, its defining feature is that it has a clear socio-economic sense, as directed to ensure, first, high quality environment and healthy economy for all peoples. According to the concept of Ukraine's transition to a market economy one of the key areas of macroeconomic reforms envisaged a rational combination of the effective functioning of the market system and government regulation of economy by coordination in all spheres of society, reorientation of social and political relations, social, economic, environmental and political institutions of the state. Because the business model is the model

subsystem of the overall national economy, in this regard should first of all determine what should be the market economy, and that it should be a national model parameters inherent in entrepreneurship. Today, such a choice is made. Reform program as a major economic priority stipulated in the approval process of socially oriented market economy. The implementation of socially oriented market economy model, which provides a high degree of government involvement in the regulation of incomes and employment, creating conditions which would assure to meet the most important needs, possibly with one hand only on the basis of approval efficient economy, on the other - the economy, which is socially oriented structure of production and non-production areas. This choice of a conceptual model of economic development is actualized in an environment where there are forces in Ukraine that could push the economy on the wrong path: either build a national market, which is much different from all known models and does not obey the laws of general economic or hopeless "kosmoekonomichna" attempt to grow someone else's experience on its soil. These alternative route in case it would mean the collapse of the economy. Choosing the same rational way that approximates the classical models, but the national color, given the past and the specific socio-economic situation in Ukraine, also not so easy and requires careful research [3, sec. 141].

The term "motivation" in the broad sense used in many fields of scientific research, which studied the causes and mechanisms of purposeful human behavior. By its manifestations and functions in the regulation of behavior motivating factors can be divided into three relatively independent groups, according to the analysis of the subject of motivation. The first group of motivators such issues highlighted in the analysis of why the human body comes in all state activity. In this case, special attention is paid to studying the needs of individuals as a source of activity.

The second group of motivators is released, when we study the issue, the focus of human activity for what is the choice of a system of behavior and action. In this case investigated primarily manifestations of motives as reasons that determine the choice of orientation behavior of individuals. Finally, the third group motivators released when deciding on how regulation is dynamic behavior. In this case study focused on display of emotion, subjective feelings and attitudes in behavior.

If you switch to a new paradigm of economic relations, when there is a transformation of the

economic environment, labor movement, the social conditions and the purpose of employment, there is a need for corresponding changes in the structure of occupations and especially in the economic sense of employment. The transition from the motivational mechanism that is built on the dominant ideological grounds, to established, primarily on the socio-economic criteria, the resulting vector which should be directed at improving the living standards of the society, improved economic and social results of its operations [3, sec. 121].

Analyzing the problem of motivation in the field of small business should be separated by two concepts: "business motivation" and "business motivation" as the identification of these will automatically lead to errors in the development of means of inducement mechanisms, raising the efficiency of business development and encourage entrepreneurship. Prove the legality of such abstracts expressed contemplation.

Proceeding of the classic definitions of entrepreneurship, its most important feature is the substantial risk their own capital. So, if you talk about the motivation of business, then you need to create such conditions that each owner of capital (or share if it comes to collective forms of ownership) was sure that his risk to a certain extent justified. So the entrepreneur must have at its disposal a system of reliable information that enables him to, turning over various options for solutions to stop at one. Naturally, by taking this decision, it is under individual-psychological features of personality, under which a person walks the path of least resistance, will operate on a "two ZIL must choose at least, that is the solution of implementing a risk is possible lower.

Hence, the mechanism of motivation identical business enterprise development. Based on the basic socio-economic characteristics of market economy and an adequate business model it is evident by the fact that choosing these systems for the Ukrainian economy, and is automatically selected business system of motivation which is based on promoting the motivation of followers through motivational business leaders. This system provides a single motivational mechanism of labor and entrepreneurship, which is based may be assigned common goals motivated and motivating.

This, of course, talking about the common goals of employers and wage earners, excluding serious causes that may lead to common goals, is unlikely to feel. Do try to build relations of social partnership in a deserted place and through the appeals would manilovschynoyu. Pleasant it would lay the foundation of this community,

applying the principle of unification around the national idea. And years of socialism formed the corresponding consciousness of many people, therefore rely on the fact that subsequently Ukrainian market model will be based on a developed national consciousness, the nation's interests priority over the interests of the individual [3, sec. 141].

Each entrepreneur, of course, clear that any idea it can not be realized, transformed into the practice without skilled workers, who provide some idea of marketability. Employee, as leader of the entrepreneur ideas can also be attributed to a group of business process. It depends on its effectiveness and quality of business ideas. When people talk about striving entrepreneur "to create a team, then under this meant workers needed training. When entrepreneur develops a business plan, it takes into consideration the possibility of needed workers. When an entrepreneur goes into their work to a new, more complex ideas, he suggests, and retraining their workers, or attracting new workers hired.

The emphasis on consideration of all the total labor force generates important consequences, foremost of which is moving attention in theory and practice of spending dimension - the volume and intensity of labor and production cost - to search for specific expression of its results. For categories such as professionals, managers, workers engaged in intellectual work, the task of economic expression of its results is one of the most important, but unfortunately so far not been resolved by the end of the economic problem.

For example, while still not unanimously answer, the rational choice is determined by economic priorities, proportionality, tuned economic mechanism, the impact of research for entrepreneurs, managers and administrators. An important step occurs immediately when practically realized the need to link economic work of these people, especially entrepreneurs - not only from formal and intermediate, but with the end results of their activities. Working with people, businesses frequently need to create conditions for the realization of social policy, to make scientifically based solutions that cover the case may be very significant or very narrow time range (strategic or operational decisions). To implement these decisions in life are the most influential businessmen understanding of hired workers.

As the systematic analysis of the results the survey that was conducted during the research, the employees of many companies believe that labor productivity and the overall activity of the workers are mostly determined by the quality

management unit. They are divided into four major problems whose solution will encourage workers to improve productivity, namely:

- create conditions for highly creative work;
- create favorable conditions for the labor force in the enterprise;
- enhance the initiative of workers, formation of personality, the deepening of knowledge and skills, development interests;
- create conditions that would raise the level of national consciousness in workers.

Results of the study indicate that a large proportion of respondents (42%) prefer the existence of conditions for reproduction of the labor force. 26% of workers named as the leading terms of productivity gains to create conditions for improving the initiative of employees. Every fifth respondent in the first place puts importance on promoting initiatives of the workers, the formation of personality, the deepening of knowledge and skills, develop interests, inclinations. Finally, 11% of workers who took part in the survey noted that labor productivity depends on the level of national consciousness in employees and managers because it is striving to create conditions aimed at improving this level will not only increase productivity, and optimization of business in general.

Differences of opinion of respondents is due, above all, their individual values, as well as system requirements, level of development in which each person is always personal. The research results indicate that stimulates participation in business is personal motivational orientation, which is expressed in various types of motivators. Note the fact that only 36% of entrepreneurs, with the total number of those who participated in the surveys, suggests that entrepreneurial activity leads to increased material prosperity. Most of the respondents, namely 34%, regard the development of entrepreneurial activity only way to solve the problem of employment. 30% of respondents believe that the business of providing an opportunity to express your personality, self-affirmation in society, to take certain social status.

Thus the main prerequisite for the development of business they called the regulation of privatization processes in Ukraine.

You may not agree with the categorical assertion of entrepreneurs surveyed in absolute extent of the impact of privatization processes to optimize production processes in Ukraine. In considering this issue should be several different accents to place, that is to note that the effective functioning of the enterprise private property is a necessary but insufficient condition. To ensure

effective functioning of this should be added as a mandatory presence of skilled business management.

In addition, you should pay attention to the social aspect of privatization, which provides research level of acquisitive psychology, social expectations of employees of private enterprise. Conclusions.

Conclusions

Thus, we can draw some conclusions, namely.

Modern systems of different business activities covering all personnel of the company and subordinate organizations, a comprehensive view of professional, physical, organizational, technical, economic and many other aspects of the specific content of work. Through intermediate level - training, promotion methods, quality standards, performance - pregnancy labor affect the planning structure and quality of each particular type of activity to ensure the long-term strategic goals of entrepreneurs.

In that situation in Ukraine as the most widespread use appropriate motivators system that could provide opportunities for development of entrepreneurship. But the main focus, probably should be on those motivators, which may at any moment become effective. These include proprietary business motivators and motivators of work based on needs. It should be noted that proprietary business principles to motivate perform the same role as the primary need for motivation in the initial accumulation of capital, establishment of market economic system and related business models.

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