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**MONETARY AND NON-MONETARY FORMS  
OF PERSONNEL MOTIVATION AT MODERN ENTERPRISES**

Effective management of any enterprise is impossible without engagement of personnel in achieving a common goal. Simultaneously, an efficient level of management can be achieved only when each employee fulfils his potential at a full extent. It is possible, while discovering of an employee's encouraging motivations and developing of his individual influence methods. Consequently, the motivation constitutes a process of encouraging for work in order to achieve personal goals and objectives of an organization.

The study aims to identify the main opportunities and methods of combining techniques of monetary and non-monetary motivations in order to activate personnel's work at domestic enterprises.

As of the beginning of the XX century the theory of motivation has passed many stages of development. Today there are two following dominant theories: substantive and procedural, both are actively implemented at modern enterprises. Currently the most important issue is the recognition of the motivation as an administrative function.

Human needs play essential part in the process of motivation; they are represented by three groups: material, labour and status. Work activities motivation cannot be effective without employees' material interests' satisfaction. A salary constitutes the most effective way of material engagement; herewith the emphasis is not put to a salary's level itself, but to the determination of its changes scale depending on achieving particular results of labour.

Non-monetary (immaterial) forms of remuneration complete a dual task: encourage people to improve an efficiency of their work and ensure recognition within a group. Such forms should cover all categories

of employees. Management should develop individual plans for activities and interaction with employees (groups of employees) in order to identify goals and objectives of cooperation, find the right balance between material and non-material motivation of personnel.

Further studies should be directed to development of connected programs on utilization of different forms of motivation and exploring their certain elements' impact on diversified indicators of economic activities of enterprises.

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