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INFLUENCE OF MOTIVATION ON EFFICIENCY OF WORK

The motivation problem is widespread across all corners of the planet. It becomes quite important in modern market conditions with high level of competition. However, most organizations do not attach great importance to motivation. This is their biggest mistake, because it loses all production. This article is devoted to how motivation can achieve great results. During the last global crisis, caused by the pandemic COVID-19, the motivation of workers decreased. They did not want to work in conditions of uncertainty. Some organizations that were at the time of motivation are now in a better position, compared to those who did not pay attention to motivation at all.

Almost all scientists and economists pay attention to employee motivation research. They study the impact of motivation on the key performance indicators of the organization.

The efficiency of work depends on many factors, such as the remuneration of the work performed, working conditions and others. However, if the employee has no motivation, it is practically impossible to achieve maximum result. Therefore, motivation is one of the most important elements at the enterprise. In the market economy, a person and her labor skills are the determining factor in the development of the enterprise. Individuals and groups with high motivation are able to work more effectively, with a higher inventiveness, a higher responsibility in comparison with the individuals and groups with low motivation. Weak motivation does not allow to fully realize the potential of the enterprise.

Motivation is one of the four most important management functions, along with planning, organization and control. At the current stage of the company's management, it is important to learn about the motives, incentives and prospects of the individual employee.

If we take into account the countries of the world, we see different factors of motivation of work. For example, in the USA social guarantees are among such factors, and in Japan the level of wages comes to the forefront [2].

Quite interesting is the story that new employees are more motivated by old ones. They strive to win competition in any way, and therefore work more productively. There is a lot of definition of the term «motivation». However, the most successful, in my opinion, is the process that encourages people to engage in certain activities.

Table 1

Types of encouragement of employees

Material encouragement	Premiums, surcharges, certificates, payment of necessary goods and services
Intangible encouragement	Change of work schedule, adjustment for employees, recognition at the enterprise
Negative motivation	Penalties, administrative penalties, public policy
Bilateral motivation	The combination of protection and punishment

Source: by the author with the help of [1].

By analyzing the types of motivation (Table 1) we see that material motivation is still the most motivated employee. Whatever we say about psychological conditions, money still comes to the fore. If the company plans to take a leading place in its industry, it is necessary to introduce all kinds of motivation without exception. Incentives and penalties must be combined. Employees must understand and realize that any activity (or inactivity) must be responsible. Nevertheless, the most popular motivation is labor remuneration. In order to effectively stimulate an employee by means of labor remuneration, it is necessary to make the employee consider the remuneration of labor fair employee and show the relationship between his/her performance and remuneration.

An interesting situation regarding motivation during economic crises. As the level of employee income falls (as we have already noted, the level of wages is the main type of motivation), then motivation falls. Because most employees started working remotely, the level of motivation has decreased considerably. The key goal of the organization at that time was to maximize employee productivity. In this case it is necessary to follow certain rules to support motivation of employees:

- the company's internal communications

- quickly adapt workers to this mode of work
- ability to communicate between employees
- assistance in setting up a workplace
- ability to adapt to new challenges

According to employees, the motivation policy of the organization affects their work efficiency, and they play an essential role in the organization's success. The main reasons employees leave the job may be the low salary, conflicts in the team, and the impossibility of career advancement. According to employers, employees are most interested in material incentives.

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ВІДБИТТЯ МОДЕЛЬНОГО ПЛАНУ ЖАНРОВОЇ ФОРМИ «ЗАКОН» У ПІДВИДІ «ПОДАТКОВИЙ ЗАКОН» ЧЕРЕЗ ПРИЗМУ ЙОГО ТЕРМІНОСИСТЕМИ

Термінологія податкового права являє собою систему понять, побудовану за законами мови, але зі зв'язком значень відповідно до логіки зв'язку понять цієї галузі знань. Виділені при цьому ознаки носять об'єктивний характер [2, с. 368-372].

Характеристика термінів сприяє розумінню їх утворення. Вони засвідчують вплив наукових знань на формування семантики загальнонавживаного слова, передбачають можливу перспективу розвитку