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I. I. Kychko, Doctor of Economic Sciences,
Associate ProfessorI. I. Кичко, д. е. н.,
доцент**RATIONAL COMPONENT OF MOTIVATIONAL
FACTOR OF LABOUR PRODUCTIVITY
GROWTH****РАЦІОНАЛЬНА СКЛАДОВА
МОТИВАЦІЙНОГО ЧИННИКА РОСТУ
ПРОДУКТИВНОСТІ ПРАЦІ**

Urgency of the research. Of all the factors influencing productivity it is worth looking at the motivation factor due to the fact that the diversification of its sources makes it possible to choose the most appropriate models and management methods, besides it can operate at all levels of management.

Target setting. Taking into account worsening of the socio-economic situation in Ukraine, falling purchasing power of citizens, the most promising and the most desirable model for employees among all models of motivation is the rational motivational one.

Actual scientific researches and issues analysis. The significant contribution to develop motivation effect on labour productivity has been made by Anykyeyev [1] A. G. Babenko, T. A. Hare [2], E. P. Kachan, N. V. Semykina [3; 4] D. S. Cinco [5] O. V. Harchishin [6].

The research objective. But some issues concerning the essence of motivation, productivity, their relationship, the state's role in creating conditions for their growth at different levels, diversifying ways to increase productivity through rational part of the motivational factor require clarification and specification. In this regard, the purpose of the article is to research labour productivity and its motivation impact, diversification of ways of growth of the latter by rational component.

The statement of basic materials. The measures to introduce rational motivational model that involved key levels of management motivational process: state, entities, personality have been proposed. According to it the conditions directed at the effectiveness of motivational factors at the state level must be created. At the entity level it is possible to use widely the financial incentives, while on the personal level a conscious attitude to their duties can be achieved.

Conclusions. To motivate personnel management the state, owners can and must create conditions for high productivity of staff, using all possible levers. A special urgency is given to the problems of coordinating, harmonizing the needs and motivations of employees, the state enterprise in whole, identification and resolution of conflicts arising between the objectives and the needs of workers, businesses and the state.

Keywords: rational model of motivation; productivity; needs physical existence; socio-economic needs; conditions.

Актуальність теми дослідження. Із усіх факторів впливу на продуктивність праці варто зупинитись на мотиваційному чиннику в силу того що диверсифікація його джерел дає можливість обирати найбільш оптимальні моделі та методи управління, до того ж ним можна керувати на всіх рівнях господарювання.

Постановка проблеми. Враховуючи погіршення соціально-економічного стану в Україні, падіння купівельної спроможності громадян, із всіх моделей мотивації найбільш перспективною та найбільш бажаною для працюючих є раціональна мотиваційна модель.

Аналіз останніх досліджень та публікацій. Істотний внесок щодо розробки впливу мотивації на продуктивність праці зробили С. Д. Аникєєв, А. Г. Бабенко, Т. А. Заєць, Е. П. Качан, М. В. Семикіна, Д. С. Сінк, О. В. Харчишина.

Постановка завдання. Деякі ж питання змісту мотивації, продуктивності праці, їх взаємозв'язку, ролі держави при створенні умов для їх росту на різних рівнях, диверсифікації шляхів збільшення продуктивності праці за рахунок раціональної складової мотиваційного чинника потребують уточнення та деталізації. У зв'язку з цим метою статті є дослідження продуктивність праці та впливу на неї мотивації, диверсифікації шляхів росту останньої за рахунок раціональної складової.

Виклад основного матеріалу. Запропоновані заходи щодо впровадження раціональної мотиваційної моделі, за якої задіяні ключові рівні управління мотиваційним процесом: держава, суб'єкти господарювання, особистість. Згідно неї на рівні держави мають створюватись умови для дієвості мотиваційних чинників. На рівні суб'єктів господарювання можливе широке використання матеріальних стимулів, на рівні особистості – свідоме ставлення до виконання своїх службових обов'язків.

Висновки. Для управління мотивацією персоналу держава, власник можуть та зобов'язані створити умови для високої продуктивної роботи персоналу, використовуючи при цьому всі можливі важелі впливу. Особливої актуальності при цьому набуває вирішення проблем координації, узгодження потреб та мотивів працівників, підприємства держави в цілому, визначення та розв'язання виникаючих протиріч між цілями та потребами працівників, підприємства, держави.

Ключові слова: раціональна модель мотивації праці; продуктивність праці; потреби фізичного існування; соціально-економічні потреби; умови праці.

Background research. The increase in productivity provides an increase in real national product and national income, increasing the level of consumption, that is essential in the current economic conditions. Of all the factors influencing productivity it is worth looking at the motivation factor due to

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the fact that the diversification of its sources makes it possible to choose the most appropriate models and management methods, besides it can operate at all levels of management.

Formulation of the problem. Taking into account worsening of the socio-economic situation in Ukraine, falling purchasing power of citizens, the most promising and the most desirable model for employees among all models of motivation is the rational motivational one that involved key levels of management motivational process: state, entities, personality. According to it the conditions directed at the effectiveness of motivational factors at the state level must be created. At the entity level it is possible to use widely the financial incentives, while on the personal level a conscious attitude to their duties can be achieved.

Analysis of recent research and publications. The multi-faceted problem of increasing labour productivity has been the subject of attention of many researchers. Today the issues of tasks, factors, reserves of labour productivity growth have been highlighted in details. The significant contribution to develop motivation effect on labour productivity has been made by S. D. Anykyeyev [1], A. G. Babenko, T. A. Zaiats [2], E. P. Kachan, N. V. Semykina [3; 4], D. S. Cinco [5], O. V. Harchishin [6].

Setting objectives. But some issues concerning the essence of motivation, productivity, their relationship, the state's role in creating conditions for their growth at different levels, diversifying the ways to increase productivity through rational part of the motivational factor require clarification and specification. In this regard, the purpose of the article is to research labour productivity and its motivation impact, diversification of the ways of growth of the latter by rational component.

Presenting the main material. Labour productivity and its role in the process of social progress was the basis of the labor theory of value and the theory of capital by the classical school of political economy. Taking into account the fact that their main asset is the theory of added value, which serves as a core amount of labor spent on production, it is logical that they paid great attention to productivity. Thus, Marx believed that productivity growth is decreasing the share of cost of living labor in products and increasing the share of past labor costs (embodied in the means of production), but so that the total amount of work in each unit of product decreases [7]. In this context, N. V. Semykina rightly notes that no human labor productivity growth can provide competitive advantages of the country, its sustainable economic development. Of course, it is said about the contemporary worker's labour, based on the latest knowledge, science and technology, the use of mechanization, automation, computerization, etc. [3; 4].

The increase in productivity in society means saving, reduction of socially necessary labor time per unit of product or service. In the short term at a small company or unit productivity management tasks require, above all, taking into account the labor costs of its employees. However, the transition to forecasting the dynamics of productivity in a more complex system can not be limited to the analysis of productivity of human labor, because changes in productivity have to depend increasingly on the share of past labor (it is the fact that productivity growth in the future will mean that the proportion of living labour will noticeably decrease compared with the materialized one).

Let's systematize the dynamics of labor productivity at the macro level (the ratio of GDP to the number of employees) in a table 1.

Table 1

The dynamics of labor productivity in Ukraine for 2008-2015 years

Years	GDP, mln. hrv.	The growth rate chain, %	The number of the employed people, thousands people.	Chain growth rate, %	Productivity UAH
2008	948056	131,5	20 972,3	100,3	45205, 2
2009	913345	96,3	20 191,5	96,2	45234,1
2010	1082569	118,5	20 266,0	100,4	53418,0
2011	1302079	120,3	19 231,1	94,9	67706,9
2012	1411238	108,4	19 261,4	100,2	73267, 7
2013	1454931	103,1	19 314,2	100,3	75329,6
2014	1586915	109,1	18 073,3	93,4	87804, 4
2015	1979458	124,7	16 443,2	91,0	120381,6

Source: compiled by the author according to the State Statistics Service of Ukraine

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Labour productivity at the macrolevel in Ukraine is constantly growing, but it is due to the increase of the labor materialized part. While comparing the dynamics of GDP and the number of employed population it is worth noting that GDP grew nominally due to inflation component. The number of employed population sometimes declined rapidly. This suggests that the traditional approach to determining the productivity needs some clarification. The index of GDP should be adjusted for inflation and the rate of employed – for the employment in the informal sector and the number of foreign workers.

To ensure socio-economic development and setting up functioning of the real sector of economy, creating a favorable institutional and environmental protection, fair competition, creating a legal basis for implementing the strategy and motivation programs it is necessary to activate the motivational rational component of the motivational factor of labour productivity growth. To activate the motivational state policy it is reasonable to use economic, administrative, legal, social, program-targeted, moral and psychological methods of influence (Fig. 1).

The implementation of economic and organizational subsystems of state regulation of the motivational factor of growing labour productivity must be carried out through the complex of elements and tools for financial and credit motivation support; improving the structure of employment, population incomes policy.

In order to optimize the income policy comparing with the other types of income we should stimulate the wage growth and its differentiation (basic, additional salary, compensation); provide increasing of minimum incomes on the basis of different forms of minimum state social guarantees indexation caused by rising consumer prices [1; p. 118]; systematically revise the size of scholarships, alimony, rates and salaries of state employees due to rising consumer prices; use such element of regulating the relations in the sphere of profits as social partnership and the conclusion of tariff agreements greater.

Another area of growth of the rational part of motivation is the development of the financial sector. Due to the fact that workers satisfy the part of the physical existence needs (the need for food, travel services, business social infrastructure) using regularly incomes to meet future consumer needs the financial institutions (services in the form of deposits or loans for consumer needs) can be involved; thus savings are seen as a way to overcome the limitations of current solvency in order to achieve a higher level of consumption. The savings in case of unpredictable investment and savings (provided that they are placed through financial institutions) should be considered as the potential investments.

The part of population incomes can become an investment resource: revenues must exceed expenditures to meet the current needs of physical existence; people must be motivated and interested in placing savings in the financial institutions, which contributes to the stability, reliability and profitability of financial institutions; the level of expenditures on satisfying the needs of physical existence must have rational character. The rationality of consumption must find acceptance through education and training, media. The influence of the state on the rational consumption should correlate with the stages of the economic cycles.

The person's need in labour is realized as the result of it. Labor is the source of life-giving, forming a human factor. The work is a way of transforming and developing the natural resources to meet the needs of the individual. During the work the material and spiritual benefits are created, its subject is developing, i.e, labor has a significant social impact.

There is a need for more efficient, consistent and systematic use of normative-legal and institutional subsystems of state regulation of labour productivity growth motivational factor. The legislative support of the economic, financial, credit and monetary development, the development and introduction of overcoming administrative barriers contribute to achieving the overall goal of increasing the motivation of society by creating favorable economic, environmental, institutional arrangements of the motivational process at all levels.

To govern the personnel motivation the state, the owner can and must create the conditions for high productivity of staff (Tab. 2), using all possible key factors of influencing.

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Table 2

Creating preconditions for labour productivity growth based on the rational model of motivation

Equal conditions of formation of motivational productivity growth		
Employee	Owner	State
- job satisfaction; - presence (absence) of stress; - career development needs; - the need for favorable conditions of work; - psychological climate; - the need for stability	- reduce staff turnover; - labor discipline; - create conditions for stability and labour rhythm; - use of mechanisms of status, financial and non-financial incentives; - lack of industrial disputes, conflicts;	- ensure the quality and standard of living; - system of social security for workers and their families; - guaranteeing minimum social standards; - stability and efficiency of the legal provision.

Solving the problems of coordinating, harmonizing the workers' needs and motives, state enterprises in whole, identification and resolution of conflicts arising between the objectives and the needs of workers, businesses and the state have gained currency.

Conclusions. To motivate personnel management the state, owners can and must create conditions for high productivity of staff, using all possible levers. A special urgency is given to the problems of coordinating, harmonizing the needs and motivations of employees, the state enterprise in whole, identification and resolution of conflicts arising between the objectives and the needs of workers, businesses and the state.

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