

Motivation of key stakeholders in ensuring of economic security of the company

*I. I. Pavlova, assistant of department of management and marketing
«KPOK» University
pavlova-irusya@mail.ru*

Research Methodology. By means of abstract and logical method, analysis and synthesis the role, place, content of staff motivation are investigated in the system of business processes that ensure economic security of an enterprise. On the basis of the dialectical method the relationship and conflicts revealed of key stakeholders motivation in the context of ensuring economic security of an enterprise.

Results. Formation and the current state of motivation in enterprises are analyzed as a component of economic security of enterprises in Ukraine. Particular qualities of motivation in the Ukrainian enterprises are estimated. The system of motivation of stakeholders is proposed. The role of material and non-material motivation for economic security of enterprises is revealed.

Novelty. The importance of stakeholders motivation for economic security of enterprises is revealed. In the context of economic security of enterprises prerequisites for the formation of motivation of stakeholders of enterprises, the classification of motivation are considered. The unity and contradiction are described in the system of motivation of stakeholders for ensuring economic security.

The practical significance. With regard to its impact on the economic security of an enterprise, personnel motivation will facilitate progress in competitiveness, profitability and investment attractiveness of Ukraine's businesses in highly volatile markets, as well as under the adverse impact of external business environment and internal environment factors.