

Qualitative Characteristics of Personnel Motivation Types

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Research Methodology. Using a system approach, personnel motivation types are described and the significance of a choice of methods of motivation in the company's efficiency is substantiated. The distinctive features of each type of motivation are determined.

Results. The theory and modern state of personnel motivation on the enterprises in conditions of market economy is analyzed. The impact of various methods of motivation on the efficiency of an enterprise is evaluated. Further investigations and paying more attention to the individual motivation of the personnel on the enterprises are suggested. The role of the traditional motivational techniques for ensuring stable functioning of an enterprise is revealed.

Novelty. Objective prerequisites for the formation of the newest methods of personnel motivation are disclosed, which (methods) could not be formed without the study of motivation theories. Paying more attention to formation of individual motivational approaches taking into account individuality of an each employee is suggested. Each of the types of motivation, which were formed according to different motivational theories, is characterized.

Practical Significance. Based on the classification of motivation types the practical recommendations are developed. The recommendations appear to be the scientific basis for the formation of new motivation types and further become motivation theories for achieving maximum possible efficiency of the company functioning and reaching the set strategic goals eventually, in particular to maximize profits.