

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication**

BOBROVNITSKAYA
Jolita Aleksandrovna

**INTANGIBLE STIMULATION OF WORK IN THE STAFF MANAGEMENT
SYSTEM OF A LIBRARY**

(on the example of the service department of the journalism and the philosophy and
social sciences faculties of the BSU fundamental library)

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Irina I. Ekdumova
Candidate of Political Sciences,
Associate Professor

Minsk, 2019

ABSTRACT

The object of the research work is a corporate culture of companies. The subject of the research paper is the system of non-material incentives for staff in the service department of the Faculty of Journalism and of the faculty of philosophy and social sciences of the BSU fundamental library.

The purpose of the thesis is the evaluate effectiveness of techniques, methods, technologies of non-material incentives for employees of the organization by the example of the service department of the faculty of journalism and of the faculty of philosophy and social sciences of the BSU fundamental library. The methodological basis of the thesis is based on general scientific methods: the method of analysis and synthesis, the method of induction and deduction, the descriptive method and comparison method, as well as the particular scientific methods used in social sciences (interview).

In the process of writing the thesis, the following results were obtained: methods of non-material incentives for personnel were identified and characterized; studied the conditions that affect staff motivation; studied the current trends in the choice of means and methods of intangible labor incentives; analyzed the conditions that increase the willingness of staff to contribute to the work of the organization; unused opportunities to improve the efficiency of work of the staff of the service department of the Faculty of Journalism and of the faculty of philosophy and social sciences of the BSU fundamental library.

The novelty of the results is due to the poorly understood specifics of the non-financial incentives for library staff. The obtained results are characterized by wide possibilities of theoretical and practical application. Materials of the thesis work can be applied in the educational process and also when developing recommendations for improving the system of staff motivation in the studied organizations.

The results of the thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical studies.

Key words: motivation of labor activity, stimulation of labor activity, intangible stimulation of work, tangible stimulation of work, organizational culture, personnel management, labor activity, labor productivity, efficiency, job satisfaction of employees, motivation tools.