

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

MIRONOVA Valeriya Aleksandrovna

**MOTIVATION OF PERSONNEL
IN A COMMERCIAL ORGANIZATION**

Graduate Thesis

ABSTRACT

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Scientific adviser:
Olga E. Dmitrieva
Senior Lecturer

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ABSTRACT

The object of this work is the motivation of labor. The subject of the study was the motivation system of the staff of a commercial organization.

The purpose of the thesis is to consider the elements of the staff motivation mechanism and to find out the patterns that can be used to improve employee satisfaction.

The methodological basis of the work was the method of analysis (identification and study of individual parts of the phenomenon with the help of scientific literature and Internet resources), a systematic approach (consideration of an object or phenomenon as a system), the method of induction (drawing conclusions about the phenomenon based on the study of particular features), synthesis of the studied data.

In the process of writing the thesis, the following results were obtained: approaches to the classification of motivation were studied, the main elements of the personnel motivation system were characterized, the main methods of motivation and stimulation of personnel work at the enterprise were disclosed, the organizational and legal characteristics of the Waterland LLC enterprise were analyzed, the features of the Waterland LLC personnel motivation system were studied, the main directions of improvement were developed systems of motivation of the personnel of the LLC "Waterland" enterprise.

The novelty of the results obtained by differences in the motivational policy of each enterprise. The results obtained made it possible to fully evaluate the motivational policy of a commercial enterprise (using the example of Waterland LLC). The following were identified: the needs, motives and incentives of employees, elements of the material and non-material motivational policy of the enterprise, attitude to the motivational policy of the enterprise.

Keywords: motivation, motivation system, elements of motivation system, material motivation, non-material motivation.