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**IMPROVEMENT OF MOTIVATION SYSTEM IN A COMMERCIAL  
ORGANIZATION  
(ON THE EXAMPLE OF “ROCKET PROJECT”)**

Diploma work  
ANNOTATION  
Specialty 1-23 01 15 Social Communications

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## ANNOTATION

The structure of the thesis consists of an introduction, two chapters and a conclusion. The first chapter is theoretical, it reveals the basic concepts of motivation and motivation theory, it also describes modern types of motivation in the organization and trends of motivation system in organizations. The second chapter is theoretical and practical, it reveals the characteristics of the organization under study, also assesses employee satisfaction with the motivation system in the organization, and describes recommendations for improving the motivation system in the organization.

The volume of the thesis is 53 pages and includes 2 illustrations, 5 tables, 2 appendices and 31 used sources.

Keywords: motivation, motivation system, non-material motivation, material motivation, personnel, motivation system improvement, personnel motivation management.

The purpose of the thesis is to evaluate the existing motivation system in the company and develop recommendations for its improvement for the company “Rocket Project”.

The object of this work is the system of motivation in the organization.

Subject of the thesis - evaluation and ways to improve the system of motivation of personnel in the organization on the example of the company “Rocket Project”.

The methodological basis of the thesis was formed by general scientific methods: the method of analysis and synthesis, the method of induction and deduction, descriptive method, as well as private scientific methods used in conducting sociological research (online questionnaire survey).

In the process of writing the thesis the following results were obtained: the basic concepts of motivation and motivation theory were described, modern types of motivation in the organization were described, also trends of motivation system in organizations were revealed, the characteristic of the studied organization was given, the satisfaction of employees with the motivation system in the organization was evaluated, recommendations for improving the motivation system in the organization were described.

The novelty of the obtained results consists in the fact that in the course of the research the motivation system of a commercial organization was evaluated and ways of its improvement were proposed.

Materials of the thesis can be useful to the HR-service of the company, for making decisions on revision of the existing motivation system in the organization, in the educational process within the disciplines “Management”, “HR Management”.

The author confirms that the materials and results of the thesis were obtained on the basis of reliable sources and independently conducted research.