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**MOTIVATION OF STAFF IN PRIVATE BUSINESS
(BASED ON THE EXAMPLE OF THE CONFECTIONERY “VKUS MO”)**

Diploma work
ANNOTATION

Speciality: 1-23 01 15 Social Communications

Academic supervisor:
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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 considered the approaches to the main theories of motivation, described the methods of the personnel motivation system. The second section is practical, it revealed the main features of the motivation of the staff of the confectionery "Vkus MO", and also developed the main directions for improving the system of motivating the staff of the private confectionery "Vkus MO". The volume of the thesis is 51 pages and includes 5 appendices and 38 sources used.

Keywords: labor motivation, incentives, motivation methods, material motivation, non-material motivation, personnel, private business.

The object of research of the thesis is the manager and employees of the hall of the private confectionery "Taste of MO". The subject of the thesis research is the motivation system formed in the private confectionery "Vkus MO".

The purpose of the thesis is to explore the role of brand image as a component of brand equity in the promotion of the commercial enterprise. Methodological basis of the thesis was the method of analysis, systematic approach, induction method, synthesis of the studied data, as well as private scientific methods used in conducting sociological research (survey methods: semi-structured interview, questionnaire survey). In the course of writing this thesis following results were obtained: we reviewed the approaches to the main theories of motivation, characterized the methods of the staff motivation system, revealed the main features of the staff motivation of the "Vkus MA" confectionery, and also developed the main directions for improving the staff motivation system of the private "Vkus MO" confectionery.

The novelty of the results obtained is due to the lack of an integrated approach to the study of personnel motivation in private business. The results obtained are characterized by wide possibilities for theoretical and practical application.

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

The materials of the thesis can be used in the educational process, as well as in the development and implementation of the private confectionery "Vkus MO".