SHPAKOVA
Daria Vyacheslavovna

MOTIVATION AS A SOCIAL TECHNOLOGY
OF STAFF MANAGEMENT
(on the example of LLC organization «The Centre of Developing Technologies «Creativity School»»)

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 Social Communications

Supervisor: Olga E. Dmitrieva
Senior Lecturer

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ABSTRACT

The purpose of the thesis is considering motivation as a social technology of staff management on the example of LLC organization «The Centre of Developing Technologies «Creativity School»».

The object of this thesis is staff motivation. The subject matter is represented by the peculiarities of motivation as a social technology of staff management.

The achieved results: theory and practice of the methods of stimulating labour activity have been investigated, the effectiveness of the system of motivating the staff has been evaluated, and the reserves for improving the system of staff motivation have been identified.

On the example of LLC organization «The Centre of Developing Technologies «Creativity School»» motivational profiles of employees and the methods of stimulating labour activity have been investigated, the effectiveness of the system of motivating the staff has been evaluated, and the reserves of motivational system have been identified.

The relevance of the problem is that in the context of globalization of the economy and the introduction of information technology has formed a new component of the management system, focusing on human resources as a key component of the sphere of production.

The area of the possible practical application: in the practical activity while developing and optimizing the system of staff motivation in LLC organization «The Centre of Developing Technologies «Creativity School»» and organizations of all forms of property of The Republic of Belarus.

Key words: motive, stimulus, motivation, needs, stimulation process, motivational system, motivational need, motivational factor, satisfaction.