

*No activity can be lasting, if it has no basis in self-interest.
L.N. Tolstoy*

INTRODUCTION

Currently, the problem of studying the motivation and incentives of personnel is of interest among researchers and practitioners. Now there is no doubt that it is necessary to develop new approaches to studying this problem, as well as to create new conditions that stimulate the productive work of employees, paying special attention to personnel training, an individual approach to each employee. However, these events are of an episodic nature, not representing a balanced and well-thought-out system.

The successful work of an organization is possible only if the motivational and stimulating factors contribute to the solution of its strategic tasks. The policy of incentivizing the company's personnel should be built taking into account external and internal factors. External factors include changes in the economic, political, socio-cultural environment. Internal factors – the peculiarities of the functioning of the organization, as well as the goals, objectives and needs of employees. Accordingly, the policy of the enterprise should protect and ensure the implementation of the rights of workers who are able and willing to work with high labor efficiency, guaranteeing them a decent quality of working life for the effective reproduction of their labor potential. Stimulation of highly productive labor allows to ensure, along with the ability to work, the formation of a new labor consciousness and work ethic.

At the organizational level, a certain revision of the labor relations between an employee and an entrepreneur traditionally accepted at enterprises will be required, implying a qualitatively new approach to stimulating labor.

The topic of researching the quality of incentive systems is relevant, since it affects the public interests of a modern state, developing effective and motivated labor of the population, and ensures not only economic results, but also socio-cultural changes.

The main purpose of this book is to study the quality management system for labor incentives, which ensures the design of a set of effective techniques for influencing personnel in organizations.

The monograph reveals the role and place of labor incentives in the personnel management system; the essence of the incentive process is revealed on the basis of an analysis of sociological approaches and existing concepts that study the processes and technologies of labor incentives; the motivational structure of the personality of workers in modern organizations is analyzed.

The theoretical and methodological basis of the monograph was the works of domestic and foreign scientists in the field of sociology, sociology of

management, management, economic sociology. As a methodological basis for the study, a systematic approach was used, as well as the principle of structural and functional analysis, which makes it possible to determine the meaning of a social phenomenon based on its relationship to the social whole; the principle of logical analysis, which makes it possible to draw conclusions based on the generalization of many separate facts.

The empirical basis of the work was made up of materials from applied sociological research:

1. «Motivation of the professional activity of employees of the organization». The study includes a standardized continuous survey of employees of two commercial enterprises (at least 89% of employees of these enterprises were interviewed, the sample is representative by gender and position).

2. «Labor expectations of employees of the organization». The study includes a standardized continuous survey of employees of two enterprises (at least 84% of employees of these enterprises were interviewed, the sample is representative by gender and position).

The trend of modernization of the cultural and within the organizational space has received resonance in society, the consequences of which can be considered the emergence of new social mechanisms for the regulation of social and industrial relations. Thus, it became necessary to consider a whole range of factors affecting the activities of the labor collective and, at the same time, the nature of the process of building and functioning of the personnel incentive system, in order to establish criteria for the effectiveness and quality of such systems.