

Zapirchenko L.

Associate Professor, PhD in Economics (Candidate of Economic Sciences)

Buhaieva M.

Associate Professor, PhD in Economics (Candidate of Economic Sciences)

Central Ukrainian National Technical University, Kropyvnytskyi, Ukraine

PRINCIPLES AND PECULIARITIES OF MOTIVATION MONITORING IN MOTIVATION SYSTEM FOR INNOVATIVE LABOR

There is a need to implement effective methods of improving labor for the effective functioning of enterprises in a competitive environment. One of the methods of enhancing the motivation of employees of enterprises is motivational monitoring - comprehensive system of constant monitoring of the actual state of affairs in this field, systematic analysis of the processes that take place in it. The purpose of motivational monitoring is a consistent assessment of changes occurring in the social and labor sphere, forecasting the development of events, preventing negative tendencies that can lead to the formation of centers of social tension, working out the most effective measures that ensure the development and use of labor potential [2, p. 65].

Currently, the importance of developing and applying adequate incentives to the labor is recognized at all levels of government. However, the measures that are developing and coming out by objective and subjective reasons are not sufficient to change substantially attitudes towards productive labor and innovations. The adoption of scientifically management decisions and their prompt correction, forecasting of the situation on the labor market is hampered, in particular, by the lack of comprehensive, timely and reliable information on changes in the labor consciousness, lack of knowledge about the manifestation of regional peculiarities of the labor mentality of the population and its differences within the spheres and branches of employment.

In turn, lack of awareness generates false and superficial views on the causes of the weakening of labor motivation, increases the number of miscalculations in the process of trying to regulate different aspects and aspects of labor relations, remuneration and employment. In the field of innovation activity, the risk of such "miscalculations and errors" in the motivational management of labor is repeatedly increasing, which is caused by the specific content of the labor of innovators. Particular attention and study require mental traits that interfere with opening the path to leadership and upholding progressive innovations in the laborforce for employees who are truly talented and have high intellectual abilities. Thus, the effectiveness of the organization, its innovativeness often depends on the intellectual level of leadership development, their innovative culture [1, p. 110]. The underestimation of such factor as the formation of the scientific and technical elite in Ukraine leads to the loss of intellectual business and spiritual leaders, and this situation becomes the obstacle to innovative development. Therefore, based on such ideas, it is necessary to clarify the motivations that promote or impede the effective

use of certain categories of professionals that are involved in the labor of innovative content.

It is important to obtain the comprehensive characteristics of the labor activity and the key indicators of the labor consciousness of employees for the objective assessment of the state of labor motivation in dynamics and interconnection. The following data have a leading significance among them:

- professional and qualitative staff composition, the level and quality of professional training (retraining) of personnel;
- the forms and methods of material, moral and status stimulation of labor;
- the conditions and organization of labor, the mode of labor, the assessment of staff performance;
- the assessment of the employee's contribution to the final results of the activity;
- the level of labor satisfaction, the dominant motives of labor activity;
- the living standards (nominal and real wages, the level of housing, medical services, education, everyday life, etc.);
- the employee attitude to the market transformations;
- the attitude to the situation on the labor market;
- the assessment of social tension in the laborforce, society;
- the assessment of the causes of crisis and ways of overcoming them, etc.

The motivational monitoring of the above data requires adherence to the principles that set out in Table 1.

Table 1

The principles of the motivational monitoring

The principle	The content
The principle of systematicity	The construction of a system of indicators for the areas of labor motivation (the employment motivation, motivation to work effectively, motivation to retrain, motivation to develop competitiveness in the labor market, motivation to the career, motivation to develop and implement innovation, etc.).
The principle of periodicity	The determining the frequency of calculation of individual indicators.
The principle of dominance	The choice for observing the main directions of motivation of labor activity at the present stage of market transformations.
The principle of analyticity	The analysis of the main causes of changes in the state of labor motivation of the staff, taking into account the action of external factors at the macro and microeconomic levels.
The principle of validity	The substantiation of proposals on the basis of monitoring to regulate the state of motivation in the interests of ensuring the efficiency of labor.
The principle of economy	The inconsiderable time and material costs for collecting, processing, analyzing of the information.
The principle of efficiency	The rapid processing of data at the PC and bringing the results of the analysis and recommendations to the labor authorities.

The results of motivational monitoring will have their own characteristics at every enterprise, in every region, however, they will also reflect the general traits of the employee's labor motivation.

Undoubtedly, the motivational monitoring can observe the impulses, manifestations of the formation of innovative culture of society and, at the same time, establish its lack, giving grounds for certain changes in this direction, the use of conflict-free methods of social design, reorganization of personnel structures. From our point of view, the innovative culture of the staff, of course, is not reduced to the positive perception by employees of any innovations.

The presence of such a culture implies, first of all, an internal desire for mastering the latest knowledge and self-realization, the desire to increase the efficiency of mental work and life in general, a heightened sense of time, intolerance to the irrational use of resources, conscious social orientation, economic orientation of technology, environmental effect of labor activity.

The specific features of the widespread labor mentality hinder the adaptation of both staff and management of enterprises to the changing conditions of a market economy. It should be noted with regard to staff, that adaptation to market conditions is ambiguous among different age groups, which can not but affect labor productivity in relation to innovation, a manifestation of a more formal than real desire to increase the level of competitiveness. It is possible to examine in the process of the motivational monitoring, how quickly the mindset of older workers is changing, how they acquire the basics of market knowledge and new information in the field of innovation, since they spent most of their lives in a planned centralized economy, where there was limited expression of autonomy and initiative. Experience has shown that for older people to master new circumstances, radically changing their work behavior is much more difficult than for young people under 30, their subjective sense of dependence on external circumstances is very high. As a result, many members of this group (mostly those over the age of 45-50) have a lot of problems, especially the psychological order: feelings of insecurity, nervousness, up to the acquisition of certain psychological syndromes, and this impedes any positive motivation for the development and implementation of innovation.

It should be emphasized that the psychological aspect of a person's degree of readiness for fluctuations in the market situation, the need to change labor behavior, (the development of internality or externality), are very important for the prospects for innovative development, because it characterizes the degree of awareness of one's own ability to influence the course of working life and responsibility for the results of one's activities. Therefore, the dissemination of internal orientations (self-reliance, self-effort, and initiative) among young workers in innovative labor can be considered encouraging, because they strive for changes and demonstrate clearer market orientations in the labor place.

The practical implementation of the recommendations of comprehensive motivational monitoring in the system of material, labor, status motivation should contribute to the improvement and updating of certain features of the labor mentality. The results of monitoring are important both for regulating labor motivation at the enterprise level and for regulating the situation on the labor market, regulating and forecasting employment within sectors of the economy, migration behavior of the

population, support of labor initiative, entrepreneurship, involvement of citizens in productive labor and innovation in priority spheres of the national economy.

Therefore, we agree that macroeconomic factors play a decisive role in creating incentives for the development of innovative labor in Ukraine, and we consider it necessary to state that not all reserves are used to activate the labor behavior of employees in the field of innovation, adaptation of the labor mentality to market conditions at the micro level. The presence of unresolved problems in the management of innovative labor in enterprises, unfulfilled labor expectations of staff engaged in innovative labor, reduces the economic and social efficiency of the labor for each worker, and the enterprise as a whole, affects adversely on the final results of innovative activity, competitiveness.

References

1. Bohynia, D.P., & Semykina, M.V. (2002). Trudovyj mentalitet u systemi motyvatsii pratsi [Labor mentality in the system of labor motivation]. Kirovohrad : «Polihraf-Tertsiiia» [in Ukrainian].

2. Kolot, A.M. (2002). Motyvatsiia personalu : pidruchnyk [Personnel motivation: a textbook]. K. : KNEU [in Ukrainian].

Кожемякіна Т. В.

кандидат економічних наук, доцент

Матукова-Ярига Д. Г.

кандидат економічних наук, доцент

Кожемякін М. О.

магістр з міжнародної економіки

НМУ імені О. О. Богомольця

м. Київ, Україна

МЕДИЧНА РЕФОРМА ЯК ЧИННИК ІННОВАЦІЙНОГО РОЗВИТКУ

Охорона здоров'я – дуже важлива ланка національної безпеки кожної країни. Якість функціонування системи визначає наскільки населення країни є здоровим, працездатним і спроможним створювати корисний продукт.

За радянських часів цим питанням приділялося достатньо уваги, тому у спадок Україні дісталась розгалужена мережа лікарських закладів. З одного боку – це є великою перевагою для нашої країни, але з іншого – ця складна і дороговартісна система вимагає великих коштів на утримання в робочому стані, що не завжди є економічно виправданим. За підрахунками, близько 70% коштів, що спрямовуються в Україні на охорону здоров'я, у дореформений витрачалося на утримання та обслуговування стаціонарної допомоги [1, с. 158]. Брак коштів призвів до погіршення стану наявних основних засобів лікарських закладів. Будівлі медзакладів вимагають негайного ремонту, обладнання