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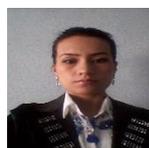
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ESSENCE OF MOTIVATION ON INCREASE OF EFFICIENCY OF LABOR

Abstract: In this article the essence of concepts of workers and their attitude to labor, motivation of the labor, promoting and influencing on motivations of the mechanism in the enterprises on the market-economic attitudes are theoretically investigated. Also, scientific conclusions and offers of the result of practical researchs carried out on the improvement of attitudes of labor and motivation of labor for increase of efficiency of labor are revealed.

Key words: efficiency of labor, motivation, stimulations, management efficiency of labor, norm of labor, labor attitudes.

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Introduction

The social and economic structure of Uzbekistan undergoes today qualitative changes, it is necessary to touch the sphere of labor attitudes. Social and economic position of the worker at the enterprise varies, its attitude to carried out work, motivation of labor activity changed also.

Any economic way is based on the certain system of the values accepted by a great bulk of the population. Economic reforms are carried out when they create the new system of values perceived by the population adequate to them. Otherwise transformations mention only superficial layer of social and economic attitudes and, in the queue, "converted", transformed by weights with reference to the system of sights accepted by them.

Economic transformations spent at us, as a rule, are carried out to accounts of the uzbek's, welfare stereotypes coincide with the system of values inherent in them and motives of activity.

Materials and Methods

The theoretical substantiation of the change of the attitude to labor, labor ethics as a whole at fundamental social and economic shifts has been made by Maks Veber at the end of the XIX - the beginning of the XX c.[1, p. 48]. Developing these ideas, D.Makklelland[2] on the big empirical material demonstrated dependence of economic successes of a society on a condition of labor

motivation. With reference to the problems of management of labor questions of labor motivation were analyzed in a different context by such scientists as A.Maslou[3, p. 114], K.Levin[4, p. 247] and etc.

Before to start the analysis of mechanisms of functioning of labor motivation in market conditions, it is necessary to define a circle of concepts with which we shall operate, and to formulate some general provisions, leaning on which it is possible to build logic designs of these mechanisms. The basic concepts which are used in the analysis mechanisms motivations, essence: motive, motivation, a motivational nucleus, motivational potential, and also definitions describing them - riches, force, an orientation, a level of claims.

The motive - is the realized prompting to activity. It will consist of the following components: need (interest); the blessing, capable to satisfy the given need[5, p. 201]; the expenses necessary for reception the blessings (activity); and the price, as result of comparison of the received blessing and the expenses (costs) connected to it.

It is necessary to emphasize, that as the same need can be satisfied with the various blessings, and the same blessing is capable to satisfy various needs[6, p. 98]. Thus a link between need and the blessing can be various kinds of activity, and the price includes not only economic, and the physiological, psychological, moral, aesthetic and

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other costs connected to assignment of the blessing.

The motivation - is the interconnected set of all motives inducing the person to activity. It represents complete structure with difficult interrelations between elements making it. As in any system, its properties cannot be shown to properties of elements making it. The motives which are included in system, form a difficult configuration in which there is a nucleus and periphery[7, p. 145].

Motivational nucleus of the person - set of the motives mutually conditioned understanding by motive of activity, internal determinant of the behaviour, determining its general orientation.

The motivational nucleus is basically criterion at definition such as motivation.

The type of motivation is a characteristic of motivational potential of the person or the group, reflecting semantic an orientation of labor activity on the satisfaction of the certain groups of needs.

Type of motivation mediated character and an orientation of the requirements showed by the worker to the industrial environment, an estimation of an opportunity of realization of these requirements, a degree of personal labor activity of the subject and the general satisfaction work.

It is necessary to distinguish motivational potential of economic culture and motivational potential of the subject of labor activity - industrial group or the separate worker.

The motivational potential of economic culture expresses a level of development of those valuable orientations which provide high economic results, a level of opportunities of activization of labor activity which carry in itself social institutes, characteristic for the certain economic culture.

Motivational potential of the subject of labor activity (the worker or industrial group of workers) are those opportunities of activization of labor efforts which can be realized during stimulation of labor activity[8, p. 55].

The motivation of work is formed in that and only in the event that actual needs for the person and their satisfying blessings are connected with labor activity.

Special value of this group of motives will be, that its place in structure of motivation defines an orientation "on itself" or "on others" and by that predetermines the attitude to consumer properties of made production. The market economy is focused on the consumer. Force of these motives and their place in the structure of motivation, alongside with the attitude to the labor as to the goods, can serve as the indicator of a degree of transition to market motivation of labor.

The third group - the needs connected about maintenance of means of existence, reproduction of the person. These are needs for a payment, earnings for maintenance of the certain prosperity for the

family; in satisfaction of those social needs with which for whatever reasons not always it is possible to satisfy for money[9].

The fourth group of needs - status the needs connection about position of the worker in reviewer for it to the social group. It is possible to attribute needs for dialogue, a recognition (respect), service promotion (career) to them.

Each of these groups of needs can become rod (force of motivation), main around of which the motivational nucleus of the person is formed to define understanding motive of labor.

Force of motivation - is a total intensity of desire to satisfy significant needs. The level of force of motivation allows to allocate motivation of achievement and motivation of preservation[10, p. 264].

The motivation of achievement is directed on the development of new needs and expansion of a spectrum of the blessings, their satisfying. It a source of development of labor activity.

The motivation of preservation is directed on maintenance and preservation of the achieved level of satisfaction of needs and supports labor activity at that level which allows to avoid the sanctions directed on restriction or reduction of quantity of the received blessings.

A line of the conditions connected to freedom of a choice is necessary for formation of motivation of achievement.

First, the society should authorize a high level of vital standards (quality of a life here and now).

Second, it should have a variety of the blessings attractive to the individual.

Third, the individual should have confidence that these blessings are accessible to it that it can receive them as a result of the labor activity. At last, the costs connected to their purchase, should be for it comprehensible. Only at presence of these necessary conditions the motivation of achievement providing high labor activity and, accordingly, efficiency of labor can be generated.

Taking into account, that the type of motivation of the worker only mediated is connected to the type of manufacture or a field of activity, the policy of stimulation of labor activity in any manufacture should versification in view of the personal factor. Methods and measures of stimulation can give positive result only in the event that they noted features of motivational type of the worker.

The correct organization of stimulation - a basis of efficiency of motivation of workers. Just because the payment is perceived and as a recognition of the social status as the form of a social estimation, it shows and fixes in consciousness of workers those quality which are most significant for the employer.

Differently, by means of a payment come to light really functioning, and not just professed social

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norms and the priorities regulating labor activity. It and norms - samples, following which is encouraged, and norms - interdictions, infringement which is punished.

Conclusion

As a result resulted theoretical analysis researches show, that the creative beginnings in work are directly connected with the opportunities of

self-regulation of intensity of labor, with expansion of sphere of freedom of the worker as conditions of growth of labor activity. For development of initiative, innovative and creative forms of labor behaviour the rigid labor discipline as creativity and the initiative of the worker directly produce it sense of duty is contra-indicated and do not demand on imperious methods of prompting to work.

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