

MOTIVATION MODELS OF COMPANY POTENTIAL MANAGEMENT

The formation and effective use of company's potential is provided through the motivation developing of the efficient motivation model. The objective of the motivational model is reconciling the interests of various actors of the economic process.

In the article the enterprise potential is referred to a real or probabilistic ability to do purposeful work in four categories: basic, hidden, indirect or detrimental potential. Abraham Maslow's Hierarchy of Needs motivational model has been analyzed. It has been suggested to unite needs in three groups: social needs, worker's needs in respect with his personality, self-esteem needs. Motivational models of V. Wroom and F. Herzberg is oriented on the identified and analyzed results and expectations.

The specificity of the Ukrainian economy allows us to develop a model that includes: financial incentives, moral incentives, social and natural stimulation, career development stimulation, extra stimulation of high achievements in work, social stimulation.

Financial incentives are of particular importance in the overall system of motivation. Different systems of remuneration have been analyzed. A company's policy in financial stimulation has been suggested.

Weaknesses and strengths of motivational models of A. Maslow, D. McClelland, F. Herzberg, D. McGregor and socio-economic impacts of enterprise's potential management have been identified.