

D. Bazyliuk, Master student
O. Yushkevych, PhD in Econ., research advisor
L. Mohelnytska, PhD in Phil., As. Prof., language advisor
Zhytomyr State Technological University

MECHANISM OF STIMULATING WORKERS OF TRANSPORT COMPANIES

Transport sector of Ukraine is facing changes which require its deep democratization and humanization and thus satisfying real need of regions in specialists of transport profile. In conditions of economic instability moral incentives are becoming more important. It is necessary to search an effective mechanism to stimulate employees. The mechanism should aim at increasing of productivity, improving of work quality and providing an accelerated economic development.

The goal for the development of transport companies is theoretical foundation and development of practical recommendations for the effective functioning of the main elements of the economic mechanism for stimulating workers of transport companies. To achieve this goal it is necessary to solve the following problems:

- to summarize native and foreign experience in the evaluation of employees activity at transport companies and their tangible and intangible incentives;
- to analyze and clarify the economic content of the terms "employee activity evaluation", "motif", "motivation for work" and "work incentives";
- to improve the elements of the mechanism for stimulating workers activity and develop the recommendations for creation of effective payment system and socialization of labor;
- to offer basic approaches to the management of needs and interests of transport companies workers based on content (identification of needs, reward or punishment) and procedural (agreement of an employee's efforts and wages) theories of motivation;
- to improve the system of financial responsibility of transport companies workers.

Thus, the mechanism of work stimulation should be regarded as a system of economic methods of encouraging people to be included in the workflow. For successful implementation of work stimulation system it is necessary to link tangible and intangible incentives with certain needs of each member of the staff.