EFFECTIVE LABOR MOTIVATION
AS A CONDITION FOR LIFE QUALITY INCREASING

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Summary. The article summarizes the author’s views on the factors for ensuring effective labor motivation as a condition for improving the quality of working life. The authors substantiate the influence and determine the differences between macro-, meso- and micro-level factors on ensuring effective labor motivation.

Keywords: working life quality, labor motivation, influence factors, efficiency.

The economic development of any country is determined by the achieved level and life quality. The latter at the present stage is the main goal and criterion for the development of scientific, technical and human potential of a state. Ensuring a decent standard of living should be an indisputable priority for state and regional policy, so life quality should meet the parameters achieved by the developed countries of the world.

Life quality is a category not as standardized as the concept of quality, presented in international ISO standards. Each society explains this concept based on its ideals.
The most reasonable is the interpretation of life quality from the standpoint of understanding the essence of people’s lives as a process aimed in general at preserving and developing the life of mankind in the widest range of natural conditions through overcoming natural, personal and social contradictions and difficulties. Concretizing such a fundamental position regarding the current state of the population of Ukraine, life quality should be considered as the life quality for a collective subject referring each citizen. Therefore, life quality should be measured and evaluated by objective and subjective indicators in relation to the target criterion, focused on the real prospects for the socio-economic development of a particular country.

The quality of life is determined by such factors:
- human life potential;
- effective characteristics of life activity in relation to people’s needs, values and goals;
- external possibilities.

The formation of life quality level is influenced by many factors: personal, family and external, etc. Among the external ones, the following stand out: socio-economic and political situation in the country, state and trends in the development of national economy, market conditions, etc. [1].

Describing the quality of social and labor life, one cannot limit himself to indicators of employment, unemployment, working hours, and the level of industrial injuries. Necessary assessments of compliance with the interests of employees and the nature of work, its intensity, relationships within the workforce.

The population’s life quality is determined by the potential of society, social groups, individual citizens and the correspondence to the characteristics of the processes, means, conditions and results of their life, socially positive needs, values and goals. The quality of life is manifested in the subjective satisfaction of people with themselves, their lives, as well as in the objective characteristics inherent in human life as a biological, spiritual and social phenomenon.

Thus, the factors influencing the population’s life quality and motivational attitudes are formed in the same plane of the emergence and satisfaction of various kinds of needs, interests, motivation, life values, covering the economic, social, and personal aspects of people’s lives. When determining the essence of the category of life quality, the researchers operate in terms of the general theory of motivation, because the quality of life is the degree of development and satisfaction for the whole complex of needs and interests of people who find themselves in different types of activities, in particular labor activity. We consider it fundamentally necessary to take into account, when determining the level of quality of life, in particular working life, the presence of effective labor motivation, as a component that has a direct impact on improving or worsening the quality of life of a person and his family.

Research on labor motivation should take into account, in addition to the economic, the social effect of the implementation for motivational measures, which does not always “pay off”, i.e., not always profitable for the enterprise, but designed for the future, for the development of personnel, in particular for improving the quality of working life, as a life quality component in general. According to M. Semykina [2], it is the improvement of the quality of working life that is an indicator of social efficiency.
One of the important criteria for the effectiveness of labor motivation at the level of the individual and at the micro level should be an increase in the strength of the economic and social motivation for individual worker and labor collective as a whole. Social efficiency is logically related to the effectiveness of motivation for a particular employee and the level of his satisfaction with work and its results of a material and non-material nature.

We believe that the effectiveness of motivation for a particular employee as an individual is manifested through the professional, qualification, personal development of an employee as a result of his labor activity aimed at satisfying his own and social needs and, ultimately, improving his life quality. In our opinion, the result of a person’s labor activity can also be economic, social and individual.

Consequently, effective motivation also combines three components of an economic, social and individual nature. Thus, such motivation can be called effective when the coincidence of the economic and non-economic interests of an employee, society and enterprise as the basis of the national economy is ensured. Thanks to the study of the modern experience of motivation, we concluded that motivation only through payment or any other means is not enough.

In modern conditions, the formation and optimal use of labor resources that are able to quickly adapt to changes remains relevant. Based on the modern understanding of the relationship between economic and human development, we believe that effective motivation should take a leading place in the list of problems in the development of the economy and management, in particular, ensuring a decent level of life quality for the population. In the context of solving important tasks to stabilize the socio-economic situation in Ukraine, improving the life quality for the population is associated with the formation of persistent labor motivational attitudes among employees. To increase the competitiveness of enterprises, as the basis of the national economy, it is important to form and ensure effective labor motivation for employees, since extensive factors for increasing the efficiency of labor use have objective limitations.

Various groups of factors influence the provision of effective labor motivation as a condition for improving the life quality for the population in the current economic conditions of Ukraine.

The motivational complex of an individual, as a unique set of needs, interests, values, motives, is formed as a result of a complex interaction of innate characteristics, the system of upbringing, education, social environment, life circumstances and other factors. The influence of external factors of macro- and meso-levels on the motivational complex of an individual leads to the formation of a certain motivational structure with the dominance of some and the minority of other components. In the subsequent process of labor activity, under given conditions, activated labor motives will be involved, which will form the basis of effective labor motivation. This formation is not permanent, it is able to respond to changes in the influence of external factors. In addition to the influence of external factors, activated labor motives are subject to the influence of natural changes in the motivational complex of the individual, which occur as a result of acquiring certain life experience, age-related changes, and changes in social status. The next stage in the formation of effective labor motivation is the interaction of activated motives with external
micro-level factors, that is, with the system of motivational proposals of the enterprise. External factors simultaneously form effective labor motivation and maintain it at a certain level. Internal factors of influence on effective labor motivation can be innate (do not depend on a person’s awareness and are virtually unchanged) and acquired in the course of a person’s life and development (they can be adjusted in a certain way, but they have purely individual characteristics).

Internal factors influencing the formation of the type of labor motivation and effective labor motivation: gender, age, physiological needs, innate characteristics: psychological and socionic type, temperament. They practically do not depend on the awareness and will of a person, but they have a significant impact on the structure of the employee's motivational complex and the strength of motivation.

In the process of physiological and social life of a person, the components of his internal motivation are formed, which also have an individual character. The type of upbringing forms stable life attitudes, some of them are difficult to correct, others can be changed at the will of a person. Secondary needs are an important component of internal motivation and orientation, they affect the type of labor motivation and effective labor motivation. The social environment, national mentality, ethno-cultural traditions, gender role have a strong influence on labor motivation, however, their influence can be changed by force of circumstances or by the will of a person.

The level of education, marital status, social status from the moment of their acquisition also play the role of internal factors in the formation and provision of effective labor motivation. These characteristics can change according to circumstances dependent and independent of the will of a person. Life experience, goals, interests, value orientations are individual, acquired under the influence of many external factors and at the same time are factors in the formation and provision of effective labor motivation. The economic situation in the country, the current regulatory framework for regulating social and labor relations, the state of the regional labor market, and indicators of the life quality for the population have a significant impact on the formation of effective labor motivation.

An important economic basis for the formation of effective labor motivation is the regulatory influence of the state: employment policy, social, gender, tax policies, policy in the field of science and education. Measures of the state employment policy can significantly influence the motivation of labor activity and, as a result, the formation of effective labor motivation. The implementation of the social policy of the state has significant consequences for the formation of effective labor motivation, because social policy measures directly affect the labor motives of the population.

The effective implementation of gender policy at the national level is a favorable factor for ensuring equal conditions for the participation of women and men in the labor market in obtaining decent jobs with decent wages. Important components of gender policy aimed at strengthening competition in the labor market between women and men are raising the professional and qualification level of women, facilitating their employment, and bringing wage levels closer, regardless of social gender.

These circumstances affect labor motivation, acting as a significant catalyst for the activation of certain motives that form the basis of effective labor motivation.
The structure and level of taxation of the income of employees are closely related to the motivational function of the main labor income - wages. A high level of wages is a priori associated with a higher professional and qualification level, the regulatory function of the labor market, and an increase in the life quality for the population. The structure of activated labor motives is related to the level of wages, taxes on labor income and income that remain at the disposal of the employee after taxation. The strength of labor motivation and the formation of effective labor motivation depend on the composition and content of public consumption funds. The state policy in the field of price regulation, taxation, social guarantees has a direct impact on the formation of labor motivation, effective labor motivation, and improving the life quality for the population. The quality and effectiveness of the current legislative framework, in addition to formal legal support, has a positive effect on the socio-psychological aspect of motivation: confidence in the future, social security and activity, which are components of the life quality for the population.

The formation of effective labor motivation is also influenced by the state of the regional labor market: its general condition, the level of official and hidden unemployment, the possibilities and conditions for self-adaptation of workers in the labor market, and demographic indicators. We consider the policy of the state in the field of science and education to be an essential factor in the formation of motivational attitudes of the population and effective labor motivation.

In our opinion, there is a connection between effective labor motivation and indicators of the quality of life of the population: real incomes of the population, including labor income; cost of living index; the level of consumption per capita; birth rates, life expectancy; the level of diseases of various kinds; levels of education, social well-being and activity; the morality of society; state of ecology.

The formation of effective labor motivation at the micro level is influenced by the type of economic activity of the enterprise; competitive position of the enterprise in the market; stage of the life cycle of the enterprise; strategic goals and tactical priorities of the enterprise; the specifics of the organizational structure of the enterprise and the functional duties of employees; leadership style and other psychological characteristics of the leaders of the enterprise; personal and professional characteristics of individual employees and personnel in general; the nature of interpersonal relations in the enterprise; corporate culture, traditions; the financial capacity of the enterprise. At the enterprise level, an important role in the formation and provision of effective labor motivation is played by the personnel strategy of the enterprise.

Effective labor motivation is inherent in employees with persistent motivational attitudes towards highly productive work; at the same time, it responds flexibly and adequately to external influences. For effective labor motivation, the motives of achievement, self-realization, social utility, status, growth, and success are characteristic. The system of motivation operating at the enterprise should provide high-quality and constant assessment of employees, the results of their work, the level of motivation; create conditions for the professional and qualification growth of employees, their personal development as a guarantee of increasing labor potential.

Thus, in our opinion, the formation and provision of effective labor motivation is a necessary condition for the high quality of the working life of employees as the
component of life quality for the population. The formation and provision of effective labor motivation should be a priority at macro, meso and micro levels, since it affects the interests of the employee including public and national interests as well.

References:
