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METHODS OF PERSONNEL INNOVATIVE ACTIVITY MOTIVATION AT DIFFERENT STAGES OF THE ORGANIZATION LIFE CYCLE

Innovative activity is a complex, targeted for the future and costly activity with not predictable enough result for any entity. Motivation is one of the necessary elements for the activation of innovation activity of the organization. Regulation of the employee motivational structure depending on the organization's goals is one of the main results of the functioning of motivation. Goals majorly depend on the stage of life cycle of the organization. The analysis showed that the main stages of the development of organization, which require excessive attention to the innovation activity, are stages of growth and maturity. Each stage is characterized by certain directions of innovative activity that are paramount during the development of strategic plans. Classification of methods of motivation of labour activity was further developed, which allows differentiation of rewards systems in order to create competitive advantage for attraction and efficient use of specialists. They are to be based on the following principles: ensuring the relationship between productivity, wage level and the

quality of work; increasing the importance of indirect forms of incentives; combining the results of work and remuneration systems into a single unit to achieve the objectives of innovation development. A set of criteria that determine the effectiveness of personnel management is provided, and methods of motivation for each stage of development are recommended. The sole set of indicators developed for the entire organization will allow the head of the organization to track the dynamics and quality of personnel management. It is important for the heads of organizations to pay special attention to the implementation of intangible and non-standard methods of motivation, develop their motivation technique within the organization, adapted to the stage of the life cycle that will help to achieve high efficiency innovation activity. The combination of management actions concerning innovation activity of the company results in a competitive advantages in varied states of external and internal environment of the organization, which in turn leads to ensuring its competitiveness.