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THE TECHNIQUE OF FORMATION OF SYSTEM OF PERSONNEL MOTIVATION RETAILERS

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The driving force of modern economic development is the person who provides the economy with innovative and intensive character. The need to study the problems of formation of personnel motivation systems of domestic enterprises is explained by the unresolved number of tasks. Among which the issues of evaluation and consideration of motivational expectations of personnel in the formation of motivation systems, as well as the issues of introduction of remuneration systems based on the achievement of goals and the formation of intangible incentives. The article analyzes the negative trends characteristic of the modern stage of development of the trade sphere of the Republic of Crimea, revealed their impact on the motivation of trade workers. The article presents the results of a survey of personnel of retail enterprises of the Crimea, according to which it is established that all motivating factors can be combined into three main groups: a fair remuneration system; a favorable psychological climate in the team; satisfaction with working conditions. The method of formation of motivation system of the personnel of the enterprise of retail trade is offered. It includes five main stages, the characteristics of which are presented in the work. Within the framework of the methodology, the material part of the system of motivation of the personnel of the trading enterprise is proposed to form on the basis of the Commission payment scheme for key performance indicators (KPI). The paper presents a list of proposed KPI for assessing the activities of employees of various positions of retail enterprises.

Keywords: motivation, motivation of the personnel of the trade enterprise, KPI, key indicators of efficiency of the personnel, a technique of formation of system of motivation.

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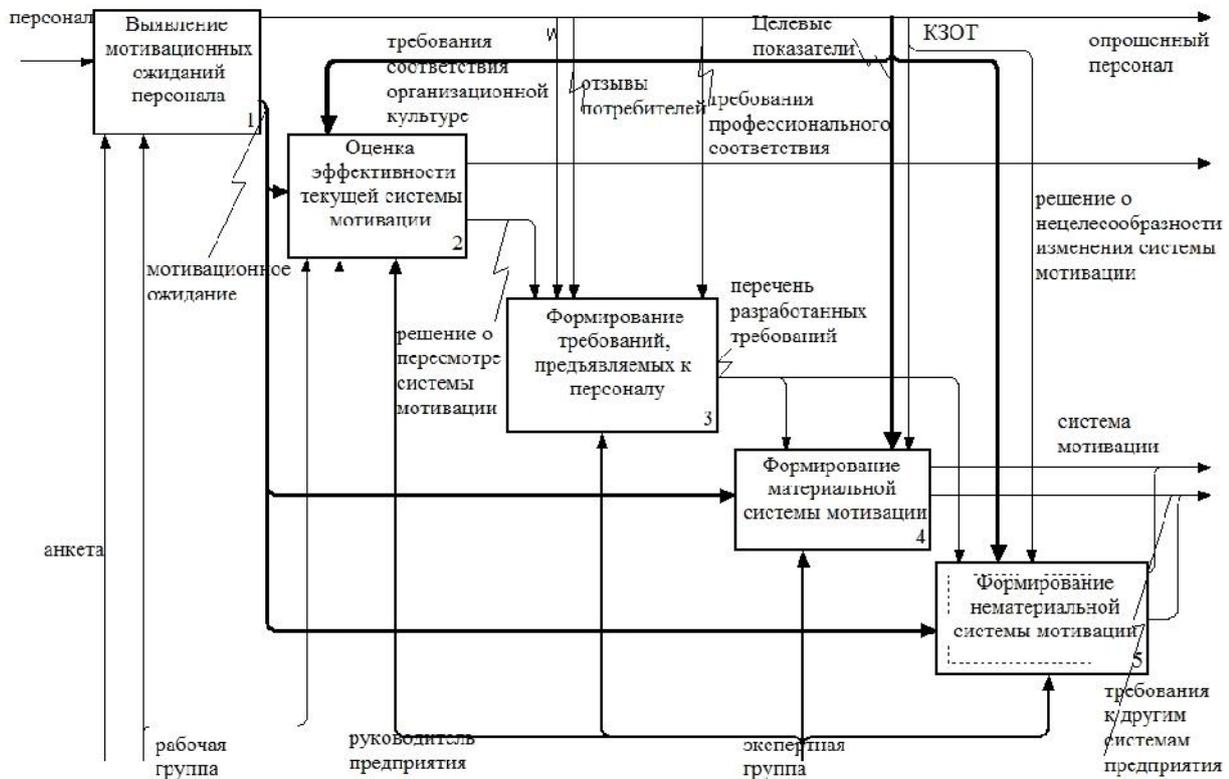
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