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ANALYSIS OF FINANCIAL REMUNERATION OF EMPLOYEES OF CREATIVE PROFESSIONS

2016-2024

The article is devoted to the analysis of the material remuneration of workers in creative professions and the search for methods to increase the incentive effect of wages.

The relevance of the research is due to the rapid and dynamic development of creative industries in the modern economy and the growing number of people employed in it. The socio-economic changes taking place in society are leading to the transformation of creative work and require the development of new management models focused on the involvement of creative and interested workers. Financial remuneration is one of the leading motivational factors for improving the quality of work and the effectiveness of work activities.

The work reveals the specifics of the work of creative profession workers. A study has been conducted on the dynamics of remuneration for creative industries workers in the context of categories for the period 2016-2024.

Trends in the organization of work activities of creative industries workers have been identified, which affects changes in the remuneration system for their work. Taking into account these trends, the article formulates the principles that are recommended to be followed in order to increase the stimulating effect of remuneration for creative workers. It is noted that in order to increase the stimulating effect of remuneration for workers in creative professions, it is necessary to adhere to an integrated approach that takes into account not only adequate remuneration, but also opportunities for creative development.

One of the main factors influencing the level of remuneration is the employee's rating or reputation based on information received from consumers. The principles of organizing feedback with consumers of services are formulated. Methods of assessing the effectiveness of the work of creative professions are proposed, their advantages and disadvantages are identified. A model of financial remuneration for creative professions based on feedback from consumers has been built.

Keywords: workers in creative professions, remuneration, wages, creative industries, motivation, stimulating effect.

[12].

[2], . . . [5], . . . [6], . . . [7], . . . [13].

[1], . . . [3], . . . [8], . . . [10],
 [11], . . . [15], . . .

2016-2024

« » (« ») 90- [2, 7]. ,

2030 .»[4]. — »[15].

70% / [8].

[11].

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1. 2016-2024 .*

	2016 .. .	2018 .. .	2020 .. .	2022 .. .	2024 .. .	2024 2016 .	2024 2016 %
	25000	29335	73600	119775	142589	+117589	+82,5
	55530	66160	77690	66630	90040	+34510	+38,4
,	25400	26930	45500	64589	83881	+58481	+69,7
	22315	24884	25388	25980	39470	+17155	+43,5
	38700	42334	46739	26903	47903	+9203	+19,2
	31540	30557	37210	37938	56594	+25054	+44,3
	34600	41350	48550	43557	45849	+11249	+24,5
	33298	37364	50661	55053	72332	+39034	+54,0

* [3, 11]

1 2016 . 2024 .

(+82,5 %), (+19,2 %).

2016 39034 , 54 %.

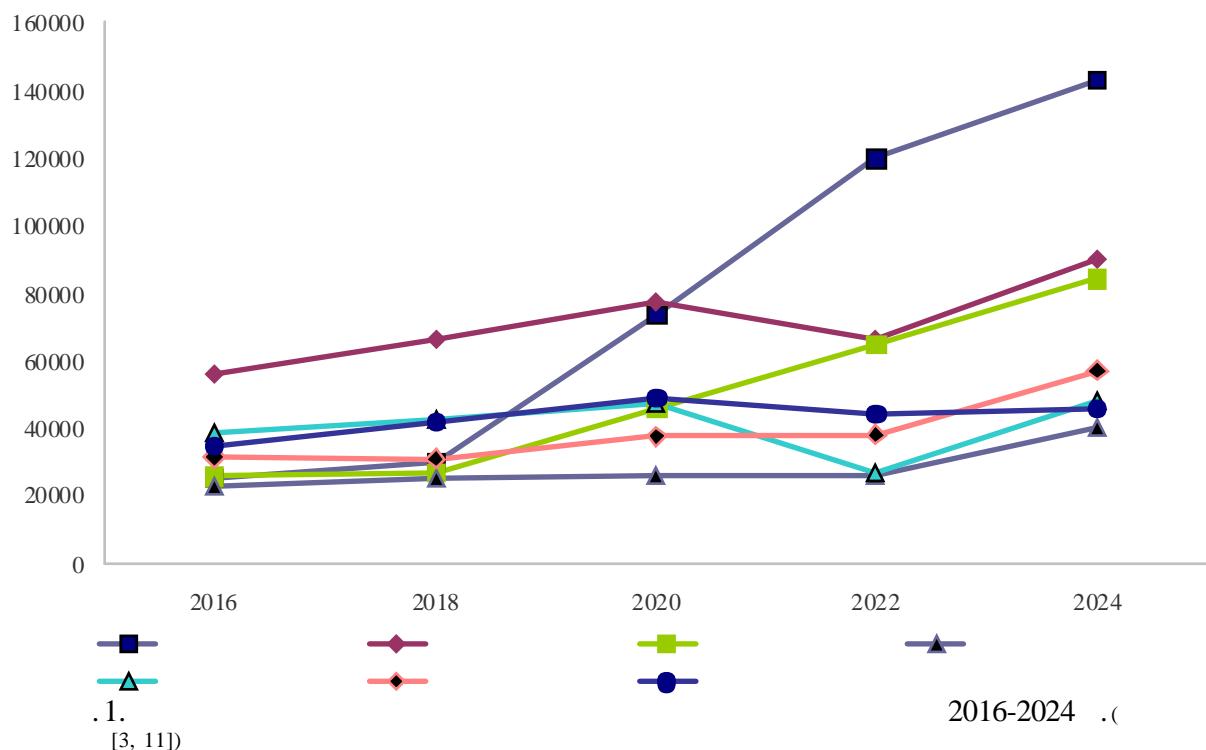
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1.

[13]

« Bang Bang Education, » 32%



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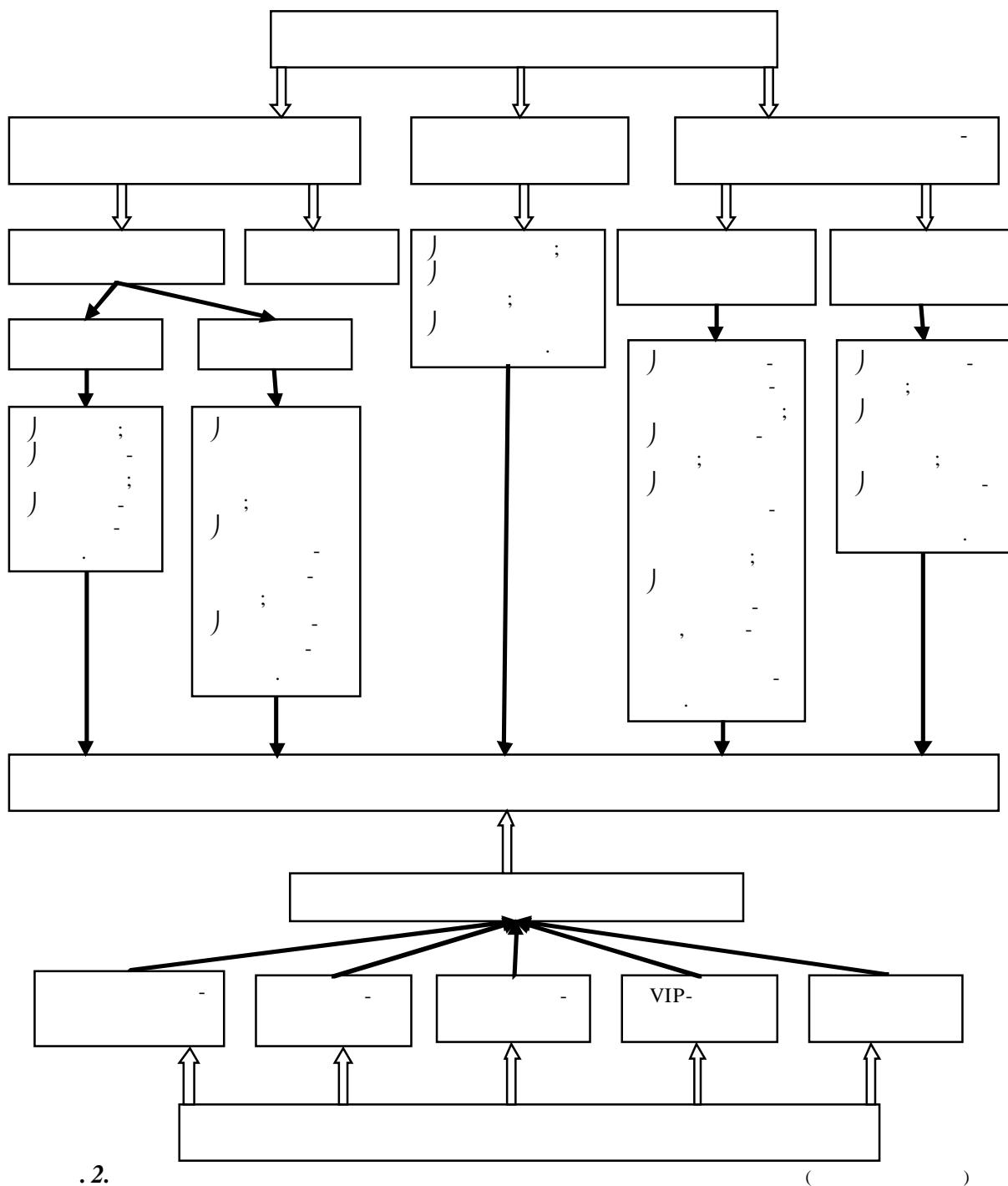
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