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**MOTIVATIONS AND NEEDS IN THE MARKET ECONOMY**

**Abstract.** According to the authors, the needs and motivational aspects of labor management are widely used in countries with developed market economies. In our country, the concepts of the need and motivation of labor in the economic sense appeared relatively recently in connection with the transition to a market economy. Firstly, because the economic sciences did not seek to analyze the relationship of their subjects with the named sciences, and secondly, in a purely economic sense, until recently, the concepts of “needs” and “motivation” were replaced by the concept of “stimulation”. Such a truncated understanding of the motivational process led to a focus on short-term economic goals, to achieve momentary profits. However, the importance of the concepts of need and motivation is described in more detail by the authors in this article.

**Keywords:** needs, motivation, market economy, labor, incentive.

**INTRODUCTION**

Motivation is what makes people act. In other words, this is what makes them invest effort and energy in what they do.

Labor motivation is a system of measures whose purpose is to create incentives for workers to work and encourage them to work with full dedication.

Motives associated with a person's professional activities are the motivating factors that force a person to work. Among the motivating reasons that force a person to do work, 3 groups stand out:

- includes public motives: the need to benefit society, the desire to help other people;
- obtaining certain material benefits for yourself and your family
- satisfaction of the need for self-actualization, self-expression and self-realization.

General motives of labor are realized in the choice of specific types of professional activity and place of work. Thus, the motivation of professional activity can be represented in the form of a process that includes three stages:

- includes social motives: the need to benefit society, the desire to help others;
- obtaining certain material benefits for yourself and your family
- motivation of work, in which labor acts for a person as a value, good;
- motivation for choosing a profession (specialty) and with social significance and prestige of the selected type of work;
- the motivation for choosing a specific place of work, determined by the assessment of the external situation, the assessment of their capabilities and the organization's ability to meet current needs.

**MAINPART**

However, at present creative labor activity does not ensure the realization of all human needs and the causes of the crisis in labor activity are being identified.

The reasons for the crisis of labor motivation:

- 1) motivation has ceased to be a source of satisfaction of basic necessities of life;
- 2) working conditions are getting worse;

- 3) there are sharp changes in spiritual, intellectual needs, the decline in the prestige of honest work;
- 4) there is a low income differentiation of employees of various qualification groups;
- 5) unemployment, conflicts, discrimination by gender, age, and profession have a destructive effect on labor motivation.

All of the above leads to the fact that such elements of social motivations as work for the benefit of society, the work collective, disappear or significantly decrease, and work in the system of life values ??is increasingly relegated to the background. The crisis of labor motivation complicates the development of human social activity, which, in turn, inhibits the development of society as a whole.

It is possible to resist the negative impact of the crisis of labor motivation by highlighting the meaning-forming motives of labor activity and effective management of employee motivation. When managing motivation, it is necessary to take into account factors that make a person act and strengthen his actions. The main ones: needs, interests, motives and incentives. The need can be satisfied by reward, giving the person what he considers valuable for himself, but for each person the values are different.

Need, motive and stimulus are the foundations of the motivational process. Need is an objective need of a person for something necessary to maintain his life and personality development. The last refinement in the definition was not given by chance: in addition to physiological needs, on which a person's life directly depends, there are a number of other needs. Therefore, depending on their paramount importance, it is customary to arrange needs in a certain hierarchy.

Needs may be Internal or External

A person receives "internal" remuneration from work, feeling the importance of his work, experiencing satisfaction from communication, friendly relations with colleagues.

"External" compensation is salary, promotion, symbols of official status and prestige.

Methods and methods of motivation

Increasing the variety of skills.

Improving the integrity of the work.

Increasing the importance of work.

Increased autonomy.

Feedback enhancement

Ways to improve labor motivation.

- a) Salary, It should be comparable and competitive with remuneration at similar enterprises in the industry and the region.

- b) Goals are the second "strength" means of increasing employee motivation.

Objectives: concentrate attention and efforts in certain areas;

can serve as a standard with which results are compared;

a mechanism to justify the cost of resources;

The target method (management by objectives) occupies a significant place in managerial practice. However, a number of goal characteristics need to be considered:

goals should be measurable; real controlled; supported by the organization; their results should be unambiguous; There must be precise deadlines for achieving the goals; as well as their ranking system.

- c) Intra-company benefits systems for employees of the enterprise:

selling enterprise products to their employees at a discount (usually 10% or more);

full or partial payment of expenses for the employee to travel to and from work;

the provision of interest-free or low interest loans to its employees;

granting the right to use the company's transport;

payment of sick leave beyond a certain level, employee health insurance at the expense of the enterprise;

- d) Intangible (non-economic) benefits and privileges for staff:

entitlement to a rolling work schedule

provision of time off, increase in the duration of paid holidays for certain achievements and successes in work;

earlier retirement.

- e) Measures that increase the content of work, independence and responsibility of the employee, stimulating his qualification growth.

f) Creating a favorable social atmosphere, removing status, administrative, psychological barriers between separate groups of workers, between ordinary employees and employees of the management apparatus, developing trust and mutual understanding within the team.

g) Promotion of employees, planning their careers, payment for training and advanced training.

Thus, the most important role in the personnel management system is played by employee motivation and stimulation.

Providing the appropriate level of motivation allows us to solve problems such as increasing the productivity of each employee and the effectiveness of the entire production, ensuring a systematic increase in the qualifications of personnel, and stabilizing the team.

Over the entire period of the study of human behavior, scientists have put forward a large number of different theories that classify needs according to one or another of the criteria.

The Polish psychologist K. Obukhovsky made calculations and revealed 120 classifications. But most of them are too narrow a profile to apply them everywhere.

One of the first who tried to classify human needs was the ancient Greek philosopher Plato in his "State." He distinguished two groups of needs: necessary (inevitable) and deprived of necessity. To the first, he attributed those needs of a person that are impossible to get rid of, and, no less important, that benefit us. The second group - those needs that a person can refuse, for example, the need for plentiful food, wine, etc.

The need for self-actualization is the most difficult to satisfy, therefore it occupies the last place in the general classification. Its existence is connected with the desire of any person to realize their creative potential, with the need for self-expression. According to statistics, only 4 percent of the world's population reach this level.

In general, the formation of needs is influenced by many factors of historical and dialectical development.

A significant influence is exerted by climatic factors. So, for example, people living in cold countries have a need for warm clothes, for heating their homes. More money goes to medical care.

There are also social group factors, including age and gender. In connection with them, the needs of children and adults, men and women, differ.

Cultural and historical factors also play an important role in shaping the needs of the individual. For example, Thanksgiving is inherent only to Americans, in connection with this, a number of needs are formed for certain food products, holiday paraphernalia, etc.

Scientific and technical factors mainly contribute to the evolution of the needs of modern society. With the advent of new technological advances, people have a need for a certain set of technological innovations (gadgets, the Internet, mobile communications).

Class-ideological factors form the needs characteristic of certain social strata of society, for example, the need for idleness, the elimination of boredom, the need for power, the need for self-realization.

New relative to other factors are information factors that form the demand for certain goods and services through information technology and advertising.

In addition to the concept of "need", the concept of "interest" plays an equally important role in understanding the mechanism of motivation.

If a need answers the question of what a person needs for his comfortable life, then interest shows how this need can be satisfied. Marx quite fully considered the category of economic interest in his teaching. Here revealed that industrial relations are closely interconnected with the interests of social groups.

Studies of foreign and domestic scientists of economists have shown that the motivational mechanism is formed under the influence of internal and external motives that prompt a person to activity, set boundaries and forms of activity and give this activity an orientation focused on achieving certain goals. Internal motives are determined and controlled directly by a person as a person, his consciousness, thinking, intelligence, level of professionalism and other positive and negative moral qualities. They are able to stimulate the employee's labor activity to self-expression, self-realization as a person. Their implementation, practical implementation bring the person the greatest joy and satisfaction.

Effective use of the potential of workers includes:

1. planning and improvement of work with staff;
2. supporting and developing the skills and qualifications of workers.

The main objective of the personnel service at the enterprise is:

- conducting an active personnel policy,
- providing conditions for initiative and creative activity of employees,
- development together with the financial and economic service of material and social incentives,

At meetings and planning meetings, managers evaluate the work of various units and groups. With positive results, gratitude is expressed to both individual employees and groups. The incentive system for employees includes moral and material rewards.

The time-based form of remuneration is accrued at the established tariff rate or salary for the time actually worked. To increase the stimulating role of individual forms of remuneration, they use varieties called wage systems.

Thus, to pay the organization uses

- time-based - premium system;

Bonus and premium systems include compensation payments and incentive bonuses.

Compensation payments include:

- for work in overtime;
- for work on holidays.

The personnel management strategy in the organization reflects a reasonable combination of the economic goals of the enterprise, the needs and interests of workers (normal wages, satisfactory working conditions, the possibility of developing and realizing the abilities of employees, etc.) To maintain the skill level of workers dictated by production need, an annual personnel check is carried out. Based on the results of the work, a plan for organizing advanced training and retraining of personnel is developed, and then personnel shifts are made.

## CONCLUSION

Thus, the main emphasis must be placed on meeting social needs and the needs for respect for workers in enterprises and organizations. Competent managers, pursuing a policy of introducing employees to the goals and values of the organization, reinforcing the need for them to be involved in work at this enterprise, achieve high motivation to work and, as a result, increase the efficiency of the organization itself. In small enterprises, especially those where staff is the main resource for achieving the goal (consulting, marketing, software development), the main attention should be paid to social needs, along with possible material incentives and satisfaction of security needs.

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## НАРЫҚ ЭКОНОМИКАСЫНДАҒЫ МОТИВАЦИЯЛАР МЕН ҚАЖЕТТІЛІКТЕР

**Аннотация.** Авторлардың пікірінше, нарықты экономикасы дамыған елдерде еңбекті басқарудың қажеттіліктері мен уәждемелік аспектілері кеңінен қолданылады. Біздің елімізде нарықтық экономикаға көшуге байланысты экономикалық мағынада жұмыс күшінің қажеттілігі мен уәждемесі туралы ұғымдар жақында пайда болды. Біріншіден, экономикалық ғылымдар өз пәндерінің аталған ғылымдармен байланысын талдауға тырыспағандықтан, екіншіден, таза экономикалық мағынада, соңғы кезге дейін «қажеттіліктер» және «уәждеу» ұғымдары «ынталандыру» ұғымымен алмастырылды. Мотивациялық процесті осындай біркелкі түсіну қысқа мерзімді экономикалық мақсаттарға баса назар аударып, бірден пайдаға қол жеткізді. Алайда, қажеттілік пен уәж ұғымдарының маңыздылығын авторлар осы мақалада толығырақ сипаттайды.

**Түйін сөздер:** қажеттіліктер, мотивация, нарықтық экономика, еңбек, ынталандыру.

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**Аннотация.** По мнению авторов потребности и мотивационные аспекты управления трудом получили широкое применение в странах с развитой рыночной экономикой. В нашей стране понятия потребности и мотивации труда в экономическом смысле появилось сравнительно недавно в связи с переходом к рыночной экономике. Во-первых, потому что экономические науки не стремились проанализировать взаимосвязь своих предметов с названными науками, и, во-вторых, в чисто экономическом смысле до недавнего времени понятия «потребности» и «мотивация» заменялись понятием «стимулирования». Такая усеченность понимания мотивационного процесса приводила к ориентации на краткосрочные экономические цели, на достижение сиюминутной прибыли. Однако о важности понятий потребность и мотивация более подробно описано авторами в данной статье.

**Ключевые слова:** потребности, мотивация, рыночная экономика, труд, стимул.

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