

Виды мотивации экономической деятельности

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Аннотация

Данная статья посвящена исследованию вопросов мотивации экономической деятельности, ее видов и перспектив развития. В статье рассматривается два подхода, ставящих целью повысить эффективность мотивации экономической деятельности индивида с помощью преобразования внешней мотивации во внутреннюю. Первый подход раскрывает идею формирования у хозяйствующего субъекта экономической идентичности. Второй подход ориентирован на развитие и стимулирование внутренней мотивации посредством творческого труда.

Ключевые слова

Мотивация экономической деятельности, экономическая идентичность, внутренняя мотивация, внешняя мотивация, творческий труд

Types of motivation in economic activities

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Abstract

This article is devoted to the study of the issues of motivation of economic activity, its types and development prospects. The article examines two approaches aimed at increasing the efficiency of motivating an individual's economic activity by transforming external motivation into internal one. The first approach reveals the idea of forming an economic identity in a business entity. The

second approach is focused on the development and stimulation of intrinsic motivation through creative work.

Keywords: Motivation for economic activity, economic identity, intrinsic motivation, extrinsic motivation, creative work

In the current economic situation, with the existence of limits in attracting external resources, turning to a person becomes one of the most effective ways of economic development of society, increasing the efficiency of society and developing human abilities. Motivation in the field of economics is not limited to the motivation of activity and work, since it includes a whole complex of subjects of economic relations that actively influence all levels of the reproduction process.

The essence of economic motivation lies in the fact that after people fulfill the requirements that are presented to them by the organization, they acquire specific material benefits that improve their well-being. Benefits are both direct (expressed in monetary income) and indirect, contributing to the receipt of direct (expressed in additional free time, which makes it possible to earn in another place).

Among the most significant forms of monetary income related to labor activities, there are wages, benefits, entrepreneurial profit and various kinds of payments. Methods of satisfying economic needs are, first of all, stable payments of wages. In general, the size of wages allows you to meet the primary physiological needs [4].

Economic motivation, expressed in an indirect form, is a stimulation, motivation of people by increasing the amount of free time. Specific forms of indirect motivation are a reduction in the working day or an increase in the duration of vacation. These forms are designed to compensate for the increased physical or moral, nervous and emotional costs of workers' organisms (for example, in transport, mining, education, etc.); deformable, better known as a flexible schedule, which allows people to create the most suitable work schedule, which makes it possible to additionally do their own thing and correctly distribute their employment depending on the time of the highest productivity of a particular organism; the provision of time off for a part of the time saved in the process of the most efficient performance of work (at the moment, in domestic practice, the form of indirect economic motivation is not widespread enough).

The effectiveness of the motivation of economic activity can be increased through the transformation of external (determined by the desire of people to own objects that do not belong to them, or, conversely, to avoid the possession of these objects) into internal motivation, expressed in the desire to feel a sense of satisfaction from objects that are already in use. person that he already has. A person seeks to preserve these objects. In addition, intrinsic motivation can be determined by

the desire to get rid of the inconvenience that the possession of certain objects brings. Saving agency costs is often a concomitant aspect of this transformation, which also corresponds to Pareto improvement and contributes to the most efficient allocation of resources [5].

The most promising, from our point of view, are approaches to increase the efficiency of motivation for economic activity, which are based on the transformation of external motivation into internal motivation.

The first approach reveals the idea of forming an economic identity in an economic individual.

According to the concept of J. Akerlof and R. Cranton, economic identity is presented as the correspondence of the existing institutional prescriptions to individual ideal ideas about them. The authors believe that in the socio-economic sphere, the high economic identity of individuals creates the preconditions for increasing the efficiency of their activities by 10-25% [1, p. 109].

According to the assumptions of Y. Elster and J. Searle, identity is formed under the condition of recognition and division of social norms in society. This situation is accompanied by an increase in the effectiveness of institutional prescriptions and a decrease in the level of transaction costs. Individuals recognize the current norms and rules, based on the general system of values accepted in society. J. Rawls believes that the most important element of the value system in society is justice. Justice in a specific situation is called one of the forms of manifestation of economic identity, which evaluates both the attitude of individuals to existing norms and rules, and their attitude to the existing system of resource allocation.

In the concept of M. Olson, the formation of economic identity is possible when an individual accepts and shares the norms and rules operating in the organization, conditional on receiving benefits from the collective good. At the same time, most of the workers are aimed at satisfying their primary needs and are weakly interested in collective goals and values, because the need to obtain a collective good is certainly associated with costs [3, p. 139]. If the benefit exceeds the cost, the benefit will be provided. The total costs of creating a collective good are shared in the group by agreement. At the same time, in a privileged group, an individual is able to take all the costs on himself with proper motivation. Consequently, the costs of setting up an organization in small groups are less than in large ones, and private interests are better protected. The formation of the identity of the group members is facilitated mainly by the normal distribution of the collective good.

Another direction that describes the formation of the internal motivation of the individual is creative work.

A.V. Buzgalin and A.I. Kolganov, in his study of the development trends of the modern economy, makes a forecast for the predominance of internal motivation for economic activity in the

generalized future of a theoretically constructed social structure. It is assumed that future innovations related to technological equipment will lead to significant changes in the content of economic activity. A new type of resources will appear instead of limited ones - and "universal cultural values". They will be unlimited, indestructible, but at the same time consumable ("de-objectified"). A "kingdom of freedom" will be formed on the basis of the conditions of economic activity, a creatosphere is formed, filled with free human labor. Labor will become creative and creative, which means that the role of human abilities will undoubtedly increase. The socio-economic content of labor will also undergo changes: creative work will become initially recognized and socially significant. Individuals will become more willing to unite in free associations as an organizational form of work and creative activity in order to jointly express their abilities in work. The household in this case does not lose its opportunities for innovation. In this concept, intrinsic motivation is an integral element of creative activity.

It should be noted that in any social structure, creativity is initiated by intrinsic motivation. A person sets goals and objectives of his activity, determines the order, duration, intensity in the process of creativity. The results are connected precisely with their abilities and efforts, and the activity serves as a reward. Intrinsic motivation allows you to raise the value of an individual's own choice over external coercion. It is determined by a person's own activity on the basis of his self-determination in the process of activity. The modern development of science and technology increases the share of industries in the economy that require a creative approach. This is confirmed by the evolution of human labor activity: the path from forced labor to hired labor and from contract labor to modern forms of self-employment.

A scientifically grounded idea of the directions of increasing the motivation of human economic activity in modern economic conditions allows us to improve approaches to the methodology of state economic policy for the further development of institutions, improving the structure of existing economic incentives and efficient allocation of resources. This contributes to the transition to the development of strategic economic programs for the effective distribution of property rights to resources, including the harmonious complex involvement of all approaches to increasing the motivation of human economic activity.

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