

## **EFFECTIVE STRATEGIES AND APPROACHES TO EMPLOYEE MOTIVATION**

In recent decades, the issue of increasing labor productivity has become a key objective for organizations at all levels. In the context of globalization and intense competition, the effectiveness of employees directly impacts the success of a business. One of the main factors contributing to increased productivity is employee motivation. Studies show that highly motivated employees not only demonstrate better results but also contribute to creating a positive atmosphere within the team.

The purpose of this article is to analyze the impact of various types of incentives on employee motivation and their labor productivity in the context of modern business conditions. The study will examine both tangible and intangible incentives, comparing their effectiveness and impact on team spirit and the atmosphere within the team. The research will present data on how the implementation of incentive mechanisms can contribute to improving employee performance, and which approaches are most effective for long-term productivity improvements.

Comparing tangible and intangible incentives is a key element in studying employee motivation. Tangible incentives, such as bonuses and rewards, offer immediate gratification for achievements, which can significantly increase labor productivity in the short term. For example, studies show that companies implementing tangible rewards are able to increase the efficiency of their employees by as much as 20% compared to those that do not.

However, intangible incentives, such as recognition of merit, opportunities for professional growth, and creating a comfortable working atmosphere, also play an important role. They contribute to the formation of deep emotional connections between employees and the organization, which, in turn, can lead to a long-term increase in motivation and job satisfaction [1, p. 40].

The effectiveness of different motivation methods is largely determined by the context of their application. In highly competitive environments, where results come to the forefront, tangible incentives may be particularly effective. In such situations, employees often become more focused on achieving short-term goals if they have a clear understanding that they will receive a financial reward for it.

Nevertheless, it is important to consider other aspects. For example, in teams where long-term collaboration and a creative approach are required, intangible incentives, such as recognition and opportunities for self-realization, may be more effective. Ultimately, the right balance between tangible and intangible methods of motivation can significantly increase overall productivity and employee satisfaction, creating a harmonious working atmosphere and contributing to the achievement of the organization's strategic goals.

Combining tangible and intangible incentives can provide a more lasting effect on labor productivity. Organizations should strive to create a comprehensive motivation

system that includes not only financial rewards but also opportunities for career growth, as well as recognition of employee merit. This approach will help create a supportive working atmosphere that contributes not only to increased productivity but also to employee satisfaction.

When employees feel valued and appreciated for their efforts, they become more engaged and dedicated to their work. This, in turn, creates a positive cycle in which motivation and productivity mutually reinforce each other. It is important to remember that each employee is unique, and what inspires one may not work for another. Therefore, organizations should regularly conduct surveys and discussions to better understand the needs and desires of their employees, and adapt their motivational strategy accordingly.

In conclusion, the analysis highlights that increasing labor productivity in modern conditions requires a comprehensive approach to employee motivation. There is no one-size-fits-all solution that works for all organizations and situations. The study showed that both tangible and intangible incentives play an important role, and their effectiveness depends on the context, the specifics of the work, and the individual characteristics of the employees.

Organizations should strive to create a balanced motivation system that takes into account not only financial rewards but also opportunities for professional development, recognition of achievements, and the creation of a comfortable working atmosphere. Regular monitoring of employee needs and adaptation of motivational strategies allows for the creation of a supportive environment that promotes high engagement and, as a result, a sustainable increase in labor productivity. Ultimately, investing in staff motivation pays off through improved business results, strengthening corporate culture, and increasing the company's competitiveness in the market.

#### **REFERENCES:**

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#### **MARKETING STRATEGIES AND SHELF MERCHANDISING: GLOBAL TRENDS**

Effective shelf merchandising has long evolved from merely being an element of space organization into a powerful marketing tool. It directly affects customers' perceptions, influences their behavior, and ultimately determines sales levels. In the era of globalization, companies face unique challenges: not only must they consider the cultural and consumer nuances of various countries, but they also need to integrate modern technologies.