

EMPLOYEE MOTIVATION AS A FACTOR OF EFFICIENCY

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ANNOTATION: The concept of motivation, which is the key element of effectiveness in the article, is the role of management in carrying out the motivation function, the motivation for motivation in an organization, the motivation process, the personal and group motivations and their interrelationship. Focuses on the dynamics of employee motivation, the impact of motivation on employee performance, as well as the main types of motivation in the organization, the impact of motivation on the nature of the activity, and the motivation for diversification that motivates it.

KEYWORDS: Motivation functions, types of motivation, characteristics of motivation, action, persistence, goodwill, conscientiousness.

Motivation is the most important way to determine the effectiveness and efficiency of economic activities.

Motivation is a very emotional motive that motivates you to achieve a high level of motivation, which is very difficult to detect because they are so complex. However, at the same time, a well-versed knowledge of modern theories and traditions of motivation, involving highly skilled professionals in planning, establishing and controlling organizational structures, and skillfully addressing the objectives of management, can be achieved. All of its functions are variable and interdependent and can achieve significant success.

Well-known Russian psychologist, Mr. P.M. Jacobson argues that motivation comes from the following motivational traditions:

1. Political;
2. Moral ideas;
3. Work and life perspective;
4. Sufficient motivation for work satisfaction, arts, sports, etc. .;
5. The pursuit of life and living, employment, creative activity, etc. .;

6. Need for food, clothing, footwear, money, books, articles;
7. Strong feelings of love, gratitude, fear, anger, anger, sorrow, and more.
8. Severe emotional distress when responding appropriately in certain situations;
9. Neglect of customs, traditions, other employees, labor;
10. Imitation of certain behaviors, tastes, clothes, shoes, etc.

Motivation is a combination of internal and external forces that are associated with a certain degree of emotion that motivates a person to achieve a particular purpose with good intentions, and a process of goodwill in turn. , leading others and others to take action towards achieving the goals of the organization and / or the individual.

Management's objectives in implementing the motivation function are:

1. Develop democratic management practices in each manager using modern motivation theories.
2. To enable each employee to understand the nature and significance of motivation in the workplace.
3. Train managers and employees of different levels on the basics of communication in the organization.

Before starting these tasks, you need to analyze:

- promotion of motivation and involvement in the organization;
- interpersonal and group motivations and their interrelationships;
- dynamics of motivating each employee;
- The impact of motivation on employee performance.
- Establishment of cooperation with other persons on the basis of cooperation. [1]

After a complete analysis, motivation needs to be changed or strengthened.

Motivation is the process of motivating and motivating a person, taking into account his good intentions and influencing them to take action.

Motivation is the core of management, and its effectiveness depends on the birth of many motivating factors.

There are two main types of motivation:

1. External influences on the person to cause them to achieve the desired results by proving their intentions. This type of trade is like a bargain, that is, "I will give you whatever you want, but you will satisfy my will."
2. Formation of specific motivational structures in the person. This type of motivation is educational and educational. Its implementation requires a great deal of knowledge, effort, abilities, and effort, but the results are as good as the first type of motivation.

Organizations that have mastered both of these two types of motivation and apply it in their practice will make the success of management more successful.

Motivation affects the following features of the activity:

- hard work;
- movement;
- persistence;
- goodwill;
- expediency;
- Honesty.

As a result of economic reforms implemented in Uzbekistan since the first years of independence, the privatization of state property and access to private entrepreneurship, a multidisciplinary economy has been formed and operates. Along with large enterprises in the form of joint-stock companies in various sectors and spheres, the main role is occupied by the initiative of the population, limited liability companies and small business entities. These types of businesses not only fill consumer markets with goods and products, but also provide employment for the population, but also become the main source of income for families. The aim of the economic reforms is to prevent, mitigate, and prevent economic downturn in the context of the ongoing global financial and economic crisis, as well as to provide the population with essential, high-quality consumer goods. In the implementation of the aforementioned works, issues such as expanding the existing industries, granting them full independence, and creating many joint ventures within the special industrial zones play an important role. Such topical issues also include the regulation of key issues related to the work of governments, business entities. The aim is to improve the economic support of

businesses, thus enriching the market with essential, high-quality consumer goods, providing broad access to the world market, and promoting its competitiveness in foreign currencies and enhancing its economy. . The best way to deal with such responsible tasks is to find and apply the directions and methods that fully regulate the possibilities of economic entities.

One of the ways in which companies can gain experience and develop their businesses is to use effective methods of staff management and find new ways to work.

Corporate governance is a purposeful process aimed at achieving the goals of an economic entity.

Human resources management is essentially the development of the business entity, taking into account the intellectual potential of the employees and their various capabilities. This is the main purpose of management, to give a certain direction to the objects and processes, activities of the person, to achieve the expected results. The need for governance arises when the number of participants is large due to the complexity of the economic and production processes.

Governance processes, in line with their objectives, are the process of succession of their actions, which is necessary for the solution of a number of industrial and social issues of an economic entity and its implementation. Of course, management will automatically create its own technology in the course of its mission, and in turn, the enterprise will constantly improve it to increase its production efficiency.

Management technology lies at the heart of the management technology and its improvement. Management style is a set of working methods, which avoids all the positive and at the same time difficult problems in its activities, and is based on the implementation of complex economic, social and technological relations.

At present, it is vital to achieve structural changes in production and diversification of production in order to ensure a continuous and uninterrupted operation of enterprises. This process requires new management techniques and the creation of new technologies.

At the same time, each organization and enterprise has a number of ways and directions that can influence and motivate employees' morale, one of which is to diversify the business.

Diversification means all sorts of progress in Latin. Diversification is in essence a multidisciplinary activity. This allows each employee to choose the appropriate networking activity according to his or her own abilities.

Certainly, uninterrupted business continuity and seasonal production are the most important basis for preventing and mitigating the crisis in our country.

Achieving the status of a multidisciplinary seasonal product by companies is a continuation of structural transformation or diversification of production.

The implementation and promotion of this system should be based on:

- granting independence to the initiative of the employees for additional entrepreneurial activity in addition to their core business activities;
- Study of opportunities and initiative of employees in innovative entrepreneurial activities;
- Orientation of employees to innovative entrepreneurial activity based on their intellectual potential;
- Determining allowances for their wages based on the income from additional entrepreneurial activities;
- In some cases, stimulating innovative entrepreneurship activities through a single fee;
- Creation of the new system, which is definitely linked with the cooperation on the basis of home-based work.

From these suggestions, one can conclude that in order to manage the personnel it is necessary to have a good knowledge of its psychology, that is, the psychology of the person. This, in turn, depends on how well they can perceive economic processes. Of course, every person has a certain understanding of economic processes, economic downturns or deficits due to the responsibility of family support, which, together, forms the economic thinking of the employee over time.

In economically developed countries or business entities, every citizen must have his or her own personal life plan, have a consistent economic vision, and this is an important prerequisite for achieving economic success that enhances an active life position. Promotes formation of thinking and knowledge of economic psychology, effective management of economy. A leader who has a good understanding of the economic mood of his employees will be able to communicate quickly with them and be able to positively influence them.

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