

## MOTIVATION AS A FACTOR INFLUENCING THE EFFICIENCY OF ENTERPRISE MANAGEMENT

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**Annotation:** The article emphasizes the key role of employee motivation in enterprise management. Particular attention is paid to the relevance of motivation in the context of economic reforms in Uzbekistan. The author considers challenges such as institutional barriers and corruption, which can reduce employee motivation. The article emphasizes the importance of investing in human capital and balanced socio-economic development of regions for the successful implementation of reforms. The author concludes that an effective motivation system is an integral part of successful enterprise management in the context of modern economic realities.

**Keywords:** labor productivity, bonuses and incentives, employee, effect, management, motivation.

### Introduction

Employee motivation is an important element of enterprise management, influencing productivity, job satisfaction and the overall atmosphere in the team. Material motivation includes salary and bonuses as a direct reward for the work performed, as well as bonuses and incentives for achieving certain goals or completing tasks.

Non-material motivation is also of great importance. Recognition and praise, public recognition of employee achievements, career growth and opportunities for professional development and promotion, as well as training and development through courses, trainings and seminars for advanced training - all this helps to increase motivation.

Social motivation includes creating a favorable working environment and supporting team spirit through corporate culture, as well as organizing corporate events and teambuilding. These aspects help to create a positive and productive working atmosphere.

Employee motivation directly affects enterprise management. Motivated employees work more efficiently and with greater enthusiasm, which increases enterprise productivity. When employees feel valued and recognized, their job satisfaction increases, which reduces employee turnover. Well-motivated employees contribute to the creation of a positive and productive work environment, which improves the overall atmosphere in the team. Motivation also helps to identify and

develop potential leaders, which contributes to improved management and optimization of business processes.

These aspects of motivation and their impact on enterprise management emphasize the importance of developing and implementing an effective motivation system to achieve success in business.

### **Relevance of the topic of motivation in the current stage of economic development of Uzbekistan.**

Motivation of employees and entrepreneurs is of particular importance in the context of current economic transformations in Uzbekistan. In recent years, the country has been actively implementing reforms aimed at diversifying the economy, attracting foreign investment and developing the private sector. In this context, motivation plays a key role in the successful implementation of these reforms.

#### **Key aspects of the relevance of motivation:**

##### **1. Economic reforms and liberalization:**

o Uzbekistan is implementing large-scale reforms, including the liberalization of foreign trade, tax and financial policies. This opens up new opportunities for business, but also requires high motivation and adaptability from employees and entrepreneurs.

##### **2. Private sector development:**

o Reducing the role of the state in the economy and supporting private entrepreneurship require creating conditions that encourage motivation for innovation and increased productivity.

##### **3. Investments in human capital:**

o Highly qualified specialists are needed to successfully implement new technologies and increase productivity in various sectors of the economy. Motivation for training and professional development is becoming critical.

##### **4. Socioeconomic development of regions:**

o Uzbekistan strives for balanced development of all regions of the country. This requires motivating local authorities and the population to actively participate in economic processes and implement local initiatives.

#### **Problems and challenges:**

- Institutional barriers: The prevalence of “manual control” and insufficient coordination between various ministries and departments can reduce motivation for initiatives and innovations.
- Corruption and bureaucracy: These factors can demotivate entrepreneurs and employees, reducing their trust in economic reforms and government institutions.

#### **Basic concepts of motivation**

Motivation is the process of motivating a person to act in order to achieve personal and organizational goals. It includes both internal and external incentives, which can be tangible and intangible.

### **Types of motivation**

1. Internal motivation: Based on the employee's personal interests, hobbies, and aspirations. Examples: desire for self-realization, professional growth, recognition.
2. External motivation: Includes external incentives such as salary, bonuses, benefits, and other material rewards.

### **Factors Affecting Motivation**

1. Material incentives: Salary, bonuses, benefits, social benefits.
2. Intangible incentives: Recognition, career growth, training and development, comfortable working conditions.
3. Work environment: Comfortable workplace, low noise level, safety.
4. Personal growth and development: Opportunities for training, career growth, creativity, and self-expression.

### **The Impact of Motivation on Management Efficiency**

1. Increasing productivity: Motivated employees work more efficiently and productively.
2. Reducing staff turnover: A high level of motivation helps retain employees in the company.
3. Improving the quality of work: Motivated employees strive to perform their duties at a high level.
4. Creating a positive atmosphere: Motivation helps create a favorable climate in the team, which has a positive effect on the overall performance of the enterprise.

### **Conclusion**

Motivation is an important factor influencing the efficiency of enterprise management. The correct use of motivational tools can increase productivity, reduce staff turnover and improve the quality of work. In modern conditions, successful management is impossible without an effective system of employee motivation.

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