

# FEATURES OF THE PERSONNEL MOTIVATION UNDER THE MARKET CONDITIONS

A.A. Degtyarenko, PGS; O. V. Prokopenko

At the given stage of the Ukrainian enterprises development the special urgency is got by motivation of the personnel of the enterprise, which can be related to one of directions of improvement of its activity. In conditions of transitive economy the ways of motivation should by the certain measure depend on a direction of work of the enterprise, purposes and tasks of its activity, and also market environment, in which it works. Taking into account market conditions of activity, firstly, will permit to determine optimum directions of work of the enterprises, goods and services, on which it is necessary to focus manufacture, secondly, correctly to determine goals, directions and ways of motivation.

Motivation is important not only at daily work, for encouragement of productive activity of the workers. At transition to the market in particular urgent is motivation of the workers at change of the direction of the enterprise activity, which is accompanied with new kinds of the personnel activity. At often changes of kinds of activity it is necessary constantly to interest the personnel in a new direction of work.

It is well-known, that any system of motivation should base on study of needs of the human. Modern motivation models take into account a wide spectrum of the factors, which influence productivity of work. And as show research of the domestic experts, among all other factors of motivation on the first place are high wages and money compensations. In this direction the motivation also can be carried out by payment by firm a part of expenses of the worker. It is favourable to the worker, as thus he will have significant money economy and can spend the saved means for something else.

There are different stimuluses, which induce the worker to work well, however, among them there is no universal, which induces to work according to the selected strategy of the enterprise. Thus, in conditions of transitive economy enterprise should, firstly, constantly improve and change system of the personnel motivation in view of changes, which

occur in market environment of managing, and, secondly, scientifically prove and check up it in practice.

## SUSTAINABLE MANAGEMENT IN DEVELOPING COUNTRIES

E.V. Kirsanova, PGS; O.F. Balatskiy

A growing population pressure on the finite water resources, as well as changes in consumption and production patterns, and trade policies due to development, urbanisation and industrialisation, are resulting in a rapidly increasing demand for water and in upstream-downstream conflicts of interest. The challenges include to meet basic water needs for human being, for the living as well as for coming generations, and for the environment, and to secure enough water of acceptable quality for agriculture, industry, energy etc. without compromising the sustainability of vital ecosystems. An integrated water resources management and compromise building is required to balance water uses to available resources and to land use and ecological services.

Integrated Water Resources Management, applied in a river basin approach, is recognised as a pre-requisite for any water-related intervention. The EC Water and Development policy should therefore be based in such an approach and include the following:

- Ensuring the access to safe water and sanitation systems and to hygiene to meet basic human needs;
- Supporting improved governance structure to secure best possible use of water and an enhanced cooperation in Integrated Water Resources Management of shared, including transboundary;
- Providing for Cross-sectoral coordination of different water uses, including ensuring water for food security, in rural as well as urban areas, water for the environment, energy, industry, transport etc.

The main challenges to achieve Water Security as recognised in the Ministerial Declaration at The Hague World Water Forum are: