

INTERRELATIONSHIP BETWEEN WORK MOTIVATION AND EDUCATIONAL QUALITY MANAGEMENT SYSTEM

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Abstract:

The work of employees in higher educational institutions is one of the types of work, not only the main element of higher education, but also a necessary component of social work directly related to the entire mechanism of social reproduction.

Keywords: human resources, motivation, material incentives

Today, in the conditions of constant changes in the external environment, protracted financial and economic crises and a fundamentally new "challenge" in the form of the coronavirus pandemic, while the competition between organizations of different sizes and fields of activity is intensifying, production automation and informatization, also, the manifestation of tendencies to increase the level of education and social expectations of employees requires rational organization of management as the most important task of management. As a result, human resources are used as the main source and engine of changes in enterprises and organizations.

In turn, the importance of motivation as the main link of the human resource management system is becoming more and more relevant, because in the modern reality, for most people, work has become a means of survival and has ceased to be perceived as the meaning of life. The manager must resort to more and more advanced and innovative methods and tools to maintain the work efficiency of a team or an individual employee at an acceptable level for the organization, as well as to further increase this work efficiency. It will be possible to determine the factors that motivate the employee to work more efficiently and effectively, and develop a system of effective management methods. For this, it is necessary to clearly determine how certain motives are formed, developed, and how they can be activated in a certain entity or team of the enterprise.

The term "motivation" was first used by German philosopher Arthur Schopenhauer in 1813 in On the Four Roots of the Law of Sufficient Reason. In this work, the author identified 4 types of the law of sufficient reason, one of which is the law of motivation. The main rules of this

law are presented in the following form: in the process of motivation, the subject recognizes himself and can be recognized only by his own will. Will is such a line of action - action in which the motive is not learned from outside, but from within. As a result, motivation is a causality viewed from within.

In the modern concept, motivation is a complex internal process of consciously choosing a person's specific "behavior" to meet needs determined by the combined effect of external (stimulating) and internal (motivation) factors. Focusing on the above definition of motivation, it is appropriate to present this process in the form of three components: needs, motives and incentives. These categories are individual for each topic and are not identical. First of all, the process of motivation begins with the realization of a need, that is, a person feels the lack of something necessary to fulfill his life in a certain period of time. It should be noted that the same needs are repeated from time to time, but in this case their individual impact level changes.

Motive, in turn, is an internal driving force that forces a person to take active actions to achieve their goals. In the course of work, the subject's motivation is divided into two types: internal and external. Internal parameters include all elements directly related to the needs of a particular employee and his specific social roles (responsibility, personal growth, need for self-realization, job satisfaction, etc.). includes. For example: reading literary works, because the person himself is really interested in reading some stories. At the same time, extrinsic motivation is all actions taken to encourage a specific entity (material wealth, career, power, opportunity to travel, respect of management or team, additional benefits, punishment or punishment). actions. In this case, the following situation is a clear example: the subject reads a certain literary work, because this story is included in the school curriculum, and the person needs to prepare for the literature lesson. As a rule, external motivation factors affect a person for a relatively short time, in turn, the subject's internal motivation is more effective and longer as a result of the influence of its components, since reading a book is initially a characteristic of the subject. will be There is no doubt that the main goal of management in the field of human resources management should be the formation and development of internal motivation for work among employees, because in this case the subject sees himself as the main reason for his behavior. accepts. As a result, this employee does not expect any "instructions" from the management, he consciously acts more selflessly for the benefit of the whole organization

A person's motivation is always formed on the basis of individual characteristics of the structure of motives, as well as a certain situation. If we want to somehow correct human motivation, then this goal can be achieved only through properly selected incentives. Opposite of meaning and role in the subject's behavior, it is this stimulus that is the external motivational cause of his actions. This category, which is the most important component of the motivation process, acts as a kind of "lever" of influence, which in turn activates certain motives. The fundamental difference between the concepts of motivation and motive comes from the fact

that the motive is the desire of the subject to receive certain benefits for satisfying needs, while these benefits are incentives. The state of turning the incentive into a motive is possible only if the given incentive is recognized and adequately perceived by the person. For example, in order for an additional material reward (incentive) to be a reason for the subject's behavior and activity, this employee must perceive this reward as a fair reward for conscientiously and effectively performing his work duties. In this case, trying to get this award will help to increase labor efficiency.

Incentive - material incentive (reward) and various intangible assets (provided opportunities, promises, actions of other entities) have value for a specific person. In addition, the subject's reaction to any stimulus can be carried out unconsciously, and the effect of a certain stimulus can be radically different in the case of several individual subjects. As a result, motivation means to encourage a purposeful action, to give an impetus from the outside. Promotion can be implemented as a means of motivating work. During the entire working life, a person focuses on satisfying his needs. In turn, needs change, and as a result, it is completely inappropriate to expect a repeated positive result from any method of successfully implemented motivational influence on the subject. Thus, the process of forming a set of measures to encourage a person or group capable of fully meeting the needs of these subjects is endless.

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