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SELF-MOTIVATION AS AN IMPORTANT FACTOR OF THE INDIVIDUAL ACTIVE MOBILITY

The article substantiates the need of identify and activate factors of the individual active mobility, which provide fast response and adaptation of people to the transformation in the society, increasing the level of economic activity, encourage the development of self-employment, forming a basis for the positive dynamics of social production. The content, elements and tools of self-motivation, which acts as a basic element of the mechanism of motivation and has significant potential as an internal factor of the individual active mobility, are revealed. The main types of self-motivation are isolated and characterized, its activating factors as a detonator of positive trends in the individual active mobility are specified.

Key words: individual active mobility, self-motivation, essential powers, elements, tools, social responsibility, mentality, factors.

Formulation of the problem. Directions and tendencies of the individual active mobility are causing most of the changes now, both positive and negative, which occur within the economic system of Ukraine.

Under individual active mobility we understand a conscious and deliberate legitimate need, temporal transformation of motivation, contents and process components activities, professional and human geografichnih position, which is implemented as a result of the revitalization and development of the essential powers of the individual, and responding to the impact of regulatory institutional mechanism through the choice of forms and directions of mobility [1, p. 106].

Unfortunately, it should be noted is the fact of the prevalence of destructive tendencies of the individual active mobility because it is accompanied by the impoverishment of people, curtailment of entrepreneurship and innovation initiatives, protracted economic downturn and the degradation of society. At the same time significantly shifted priorities of sustainable mobility due to lack of motivation and

the predominance of the negative impact of external motivation macro- and microeconomic levels. In general, these implications for the development of society is difficult to overestimate, because they not only hindered the consolidation of the middle class in society, but also the growth of the national economy.

In this regard, it seems necessary to identify individual factors of increasing of the individual active mobility what will provide acceleration of response and adaptation of people to change the existing society, the growth of economic activity, promotion of self-employment, forming the basis for the positive dynamics of social production. Because vectors of individual mobility are deformed and, above all, are preventing the efficient reallocation of labor between sectors of economic activity, and immigration as one of the channels of mobility, resulting in the loss of essential human resources.

An important role in addressing the question, in our view, should be given self-motivation, which serving basic element of motivation mechanism and has significant potential as an internal factor of the individual mobility.

Analysis of recent research and publications. It should be noted that the elements and instruments of self-motivation is not well understood, but there are foreign scientists have repeatedly drawn attention to the need to study this phenomenon. Thus, based on personal approaches to the study of motivation is the hypothesis that the main motivating factor is the personality traits and self-motivation. According to I. Helletli, a measure of the complexity of the goals that people set for themselves, it may be associated with certain personality traits [2, p. 474]. According to Maslow, personal growth, self-actualization is necessary to adopt as a common trend [3, p. 61]. He believed that people simply don't know their potential and don't understand the benefits of self-motivation and self-improvement [3, p. 62].

Domestic scientists - D. Bohynia, A. Grishnova, A. Kolot, O. Kendyukhov, E. Libanova, M.Semykina, I. Tymoshenko, A.Chuhno - also stressed in his writings that the benefits and consequences of activating of essential powers rights and motivation are overemphasized.

In turn, the scientific basis for the study of mobility can be considered works of such renowned scientists as B. Barber, T. Veblen, M. Weber, G. Hegel, G. Keynes, K. Marx, D. North, P. Sorokin, F. Engels, who have made a significant contribution to the development of preconditions and factors of mobility and change activity. Modern researchers also focus on this topic - B. Anurin, O. Balakirev, L. Belyaeva, T. Bogomolova, T. Zaslavskaya, Makarov, I. Popova, O. Revnivtseva, but mainly in the sociological context. A significant contribution to the development of economic theory change operations made V. Lebedeva.

Despite the fact that the issues outlined on the verge of several science, and the methodological apparatus requires inclusion of interdisciplinary approaches, modern political economy can not leave without attention.

The wording of article purposes. Accordingly, the objectives of the article are: formulation by author the content and elements of self-motivation, specification of factors of its activation as detonator of the individual mobility.

Presenting of the main material. In our view, self-motivation in today's conditions should be based on the knowledge that its formation and periodic updates may not only contribute to a high level of life satisfaction of various personal needs and self-realization as a result of the initiation of individual active mobility, but, in general, ensure efficiency social production according to the requirements of a market economy.

More and more from today's employees is requiring not only a combination of technical and human knowledge, but there are some beliefs, that influence of directions and effectiveness of their individual mobility. The market economy will intensify such as employees, as initiative, interest in acquiring new knowledge and skills, the ability to self-organization, which promotes the rational use of internal resources employee, understanding each of its decisions, priorities and areas of mobility. Accordingly, except earnings as the main objective and the content of individual mobility, important catalyst of the last is choosing of types and of tools of self-motivation and determination by person ways of meeting of its needs.

Therefore, in order that employees quickly adapted to market relations and acquired qualities above, it is necessary to enhance their motivation.

In a general sense, self-motivation is as the internal motivation factor of individual mobility - the process of activating essential powers of individual consciousness through its employee internal factors diyalnistnoyi individual mobility and the coordination of external factors influence it.

Useful to distinguish three types of motivation:

a) spontaneous, which is typical for most people and characterized by dynamic, by deficit of stable of goals and motives;

b) situational, related that the employee not will attempt to make mistakes in the course of business in the future under the influence of negative experiences. When this kind of motivation as a spontaneous process, a person is not fully using their intellectual, emotional internal resources;

c) permanent, which activates the intellectual development of man and provides balanced deliberation of targets. We have to Emphasize, that a man as intelligent system which can unleash the best way to improve the efficiency of self-motivation activities.

Motivation significantly affects on the inhibition of adverse factors of mobility, the development of essential powers, control over own actions, strengthening or weakening of interest in activities.

The main elements of motivation, in our opinion, are:

- Analysis of internal factors (needs, interests, values, motivation, knowledge and skills, life orientation, beliefs, emotional feelings, habits and traditions) and identifying priority (most important of updated or) of them. They are dynamic, so the timely implementation of the individual analytical process on these factors depend on the effective functioning of all other elements of self-motivation;

- Coordination of selected priority internal factors with the external factors of influence (motivational tools of the state, society and employers) that provides a thorough study of the existing motivational tools of various incentives and find the most successful combinations that match the selected internal factors and complement and enhance the impact of their motivation on individual active mobility;

- Planning and monitoring activities. Planning enables individual, taking the existing set of internal and external factors of motivation and incentive instruments including existing manufacturing capabilities and essential powers in advance to outline the sequence of activities to achieve specific objectives and identify a list of the necessary tasks and their actions. Monitoring results to evaluate individual active mobility in general and, in particular, the activities, set its benefits and drawbacks, track and identify the causes of inefficiency that require additional attention and corrections. The most effective such monitoring should be considered if it is made through small (week, month, quarter) intervals. This will provide the ability to make timely adjustments to business;

- Self-esteem and self-control. Self-assessment - the process of identifying employee, completeness of its essential powers, positive and negative aspects of their own actions that led to the different results, diagnosed during their monitoring. Appointment of self - determination as a result of past experience generalization of the changes essential forces that are needed to improve performance. And the rating in two ways: first, by comparing the results of which are planned, with actual and, secondly, by comparing themselves with others, their capabilities and performance through the prism of identity, existing achievements. If there is a significant gap between the latter and their own achievements, his self-esteem is low, respectively. After installing some flaws in their actions and find their causes, further determination is subject of constant self-control. It represents a number of techniques that employee deliberately and regularly uses to adjust economic activity in the desired direction. Self-control also means the process of moving from unstructured actions to their targeted regulation. Self-control also meansthe process of moving

from unstructured actions to their targeted regulation. Thus, self-control leads to self-transformation and to self-perfection of the essential forces, raising the validity of its decisions, increasing personal responsibility and, therefore, a more efficient activity.

The tools of motivation, in our opinion, should be considered: the usefulness of the results of mobility and activity (expressing a subjective measure of satisfaction, which can be felt from getting high performance, as they provide the opportunity to better meet the needs of individual active mobility), income level (particularly is important dynamics of income and sources' variation), a sense of satisfaction from inclusion in the new area of activity (satisfaction is the most critical because of the following reasons: the desire to demonstrate intellectual ability, the ability to overcome various obstacles in the process of solving complex problems).

Fig. 1 shows the details of the factors influencing the motivation of the individual active mobility. Considering Fig. 1 should add that self-motivation, experiencing the impact of these external and internal factors, can be strengthened or weakened.

Because this process can be represented in the form of functional dependence: than more a person identified priority factors, which will contribute to the strengthening of self-motivation, and it will be stronger as a result of this, the more significant will be have the results and benefits as for both humans and other subjects..

It should focus on self-motivation factor such as social responsibility of the individual. After all, today is exacerbated interest in studying various aspects of social responsibility, which is due, as the A.Kolot, by many reasons - deepening mismatch between the need to improve the moral and spiritual potential of society, on the one hand, and the actual course of events, such as adverse changes the structure of values and social norms of behavior of members of society and its institutions - from the second [4, p. 3]. The scientist stressed, that social responsibility in the domestic society still has not become dominant and reliable regulator of social life is not acquired the status vitally significant rules.

We should also agree and support the position of A. Kolot, that "responsibility - is not only not-limiting factor in human behavior, but as factor that produces, creates and develops human activities,with their interaction in a civilized society" [4, p. 4].

Thus, cultivating a sense of personal development and social responsibility must go hand in hand with increased motivation on individual active mobility. But, of course, we can not ignore the fact that, especially social environment makes a significant impact on the formation and strengthening of a social responsibility and self-motivation.

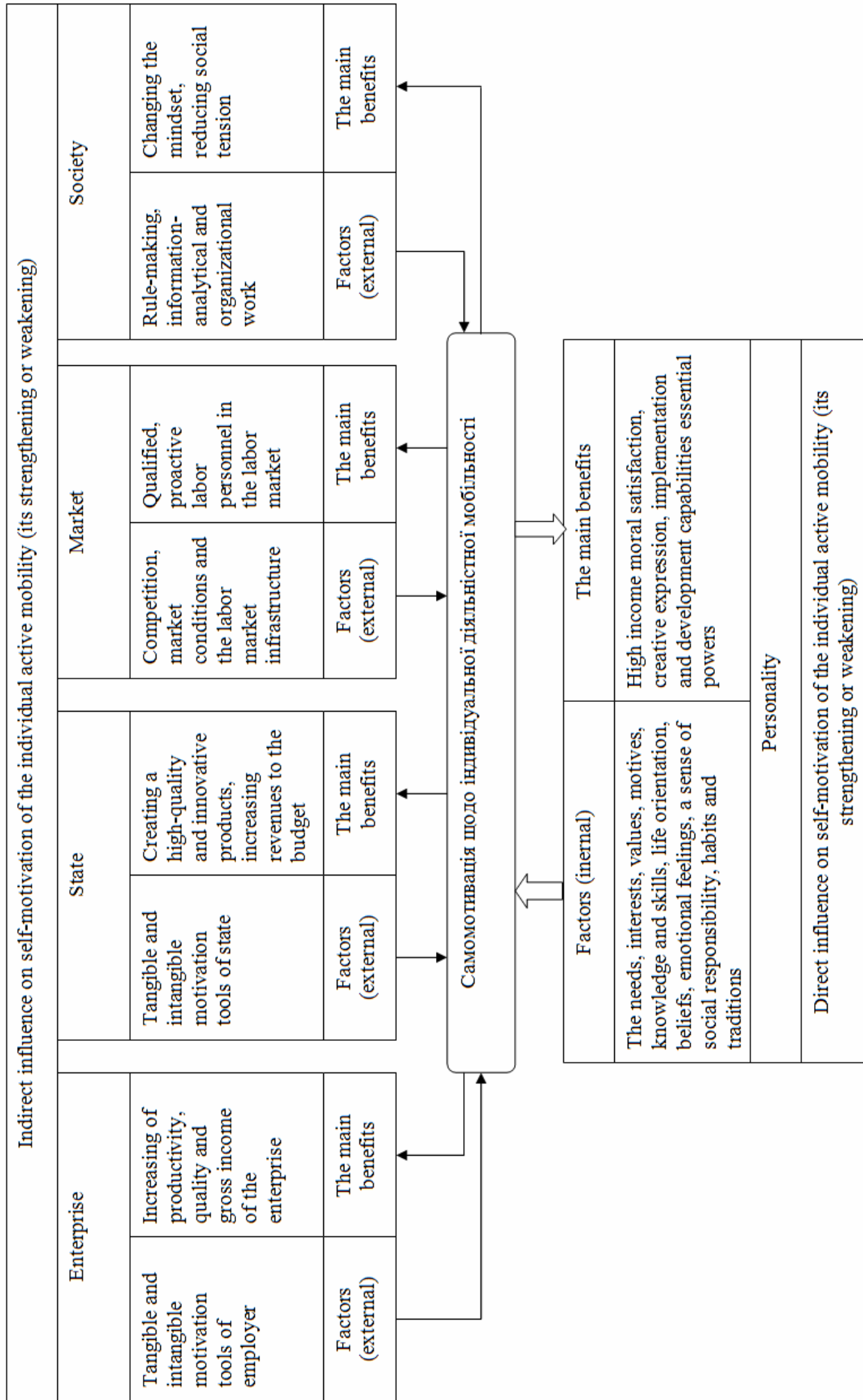


Figure 1. Detailing the factors which influence on self-otivation

The data of sociological research in the field of employment and self-esteem of citizens of Ukraine, capabilities of their impact on their lives and the consequences of mobility are evidenced that high economic performance of employees dependent from them, as 70.7% of respondents believe that the material standard should depend on their work and abilities [5]. However, other survey focuses on the fact that priority issues requiring settlement is too low wages (40.2%) and the director of social programs Razumkov Center in Ukraine L. Shanghina said that in Ukraine in modern times the price of wage labor lowered three times compared with 80 years that is offsetted by a different kind of social benefits, which producing paternalistic attitudes [5]. At the same time, depreciation and uncontrolled power continuous increase in prices leads to the fact that it affects the willingness to work and earn money.

Almost every Ukrainian felt the effects of the current financial and economic crisis (as of September 11, 2015): 59% - very serious and another 37% - to some extent. The main economic consequence of the crisis for most people was the increase in prices (75%) and the associated reduction of buying clothes and other things (72%), reduced food consumption (67%) and limiting the purchase of medicines and medical services (55%) . Reducing wages sensed every fourth Ukrainian [6].

Slightly more than one third Ukrainian (36%) are willing to tolerate further lowering their lives for the ultimate success of reforms (including 8% are willing to tolerate as long as necessary, and 28% - less than a year). Instead, a every third can not suffer further because of his financial situation is unbearable now, and one in four - because they believe in the success of the reforms. Only in Western Ukraine, most residents are willing to endure financial difficulties for a certain period (57%). In all other regions such respondents were in the minority (in the Centre - 37.5% in the South - 25% East - 23%, in Donbas - 28%). Over the past six months the number of those willing to endure hardship for the sake of reforms decreased by 8%, while the number of those who are not prepared to tolerate increased by 11% [6].

By the middle class can be include fewer and fewer people themselves: in June 2002 - it was 51.4% in October 2008 - 50.7%, in October 2014 - 48.5% [6]. But according to various expert estimates to the middle class at the beginning of this year can be include less than a quarter of the population.

The researchers say about that gradually through emigration Ukraine is losing talent, resulting in reduced quality of human resources. For example, to recover the lost schools in the future, according to experts will take decades. A serious problem is also the loss of state resources, which Ukraine invests in the upbringing and education of their citizens. In Ukraine, the higher education and secondary education is free partly. Because of the the departure of young specialists state does not receive any return from them.

It should be emphasized that the state ideological spheres of society, the level of democratization and development of market relations, efficiency of reforms have a significant impact on the transformation of the mentality of the citizens, form their active or passive market position, adjust social responsibility. It is generally accepted that the efficiency of enterprises in the use innovative technologies is becoming more dependent on the formation of certain features of the mentality of the labor of employees [7], namely: focusing on creative work, recognition of ownership of their labor, willingness to work intensively and high performance, adaptability for innovation; a high level of self-discipline; desire to improve their own competitiveness, focus on high salaries and meet other tangible and intangible needs, interested in profitable business enterprise.

Accordingly, the problem upgrade of Ukrainian labor mentality is among the most important problems facing the main actors of the motivational process because the solution of the problem depends on the further development of self-motivation. Systematic study and analysis of the major factors in the formation of national labor consciousness specialized state institutions is an important prerequisite for understanding the sources of display characteristics of the labor mentality, assess options overcome its negative traits, adaptation mass consciousness to market conditions, innovation in the economy.

Further development of the labor mentality in Ukraine will be innovative, which helps increase the number of highly qualified experts, the intensification of scientific, educational and cultural factors. However, in determining the meaning of the innovation process is not the demolition of their historical values, but the use of a unique work experience and its adaptation to the market environment involving foreign elements suitable employment culture, experience, advanced world standards of motivation. This is possible because descriptions of many features of Ukrainian mentality described in studies of domestic ethnopsychologist "cross-cutting" features by V. Pavlenko and S. Tahlin, in particular, consider: developed personal principle, which is in dignity and independence; focus on the spiritual aspect of life, not the material; tolerance; self-improvement [8, p. 161].

As noted by another expert of the Center Rozumkova M. Mishchenko, after the so-called "Revolution of dignity" in 2014 the citizens of Ukraine finally realized that they can independently affect all spheres of life. This explains how he believes increased social activity of Ukrainians [9].

However, with regard to the labor market of Ukraine, the situation is severe [10]. It is obvious that, first, the number of economically active working-age population over the last five years of steadily declining, including occupied. Today, only 71.4% of the population is economically active and only 65.5% - is occupied by people of working age.

Second, reduced the average number of staff (in the last five years - from 10.3 million people to 8.9 million people), rate of labor turnover on reception (during the last five years - from 25, 0% to 22.8% as a percentage of the average number of staff people) [11].

In such circumstances, when there are negative trends of the individual active mobility more actualized the need for the introduction and development tools businesses on social responsibility of employees [12, p.77]. Important reasons the use of instruments of social responsibility on individual active mobility for the management include: staff development to avoid staff turnover, to attract the best professionals in the market who want to get challenging work; productivity growth in the company; improves the image of the company, sustainable development in the long term; the ability to attract investment capital for such companies is higher than for others; strengthened social stability in society.

Currently, the production places new demands on the workforce, is the need of collective responsibility for the outcomes of labor and its consequences. At a time when international factors, differentiation salaries of specialists and employees very tangible, meaning workers are worried about increasing their skill level. Accordingly, self-motivation becomes twofold objective: on the one hand, increases the desire to employee professional self-realization, on the other hand, activates the individual active mobility.

The conclusions and recommendations for further research. In sum, should be identified the main factors influencing the further development of self-motivation, and in the end, and of individual active mobility in Ukraine:

1) legal factors - linked to the need to improve the legal and regulatory framework that governs above all, socio-economic aspects of wage and labor process. Accordingly, it is necessary the following measures by government agencies, approval of reasonable methods of calculating the hourly minimum wage; interbranch and branch review of labor standards; establishment of uniform occupational safety requirements for all enterprises regardless of ownership and activities; enhance preventive work to prevent accidents and occupational diseases; facilitate adaptation to labor process capabilities employee considering his health and psychological condition; participate in the financing of measures for safety, attracting voluntary contributions and other income for these purposes; using the experience to improve conditions and increase safety through international cooperation;

2) technical factors - represent the positive effects of the modernization and improvement of technical and technological component production, computerization at all stages. Since there is no gain, legitimate aspirations of the employees to the developing of essential powers of self-motivation and directly on economic activity

when simultaneously there is no positive changes in logistics enterprises, aren't implemented innovations in the production process.

3) economic factors (economic restructuring, new jobs, the emergence of anticrisis management, increased demand for a wide range of products and services, expanding private property) - may be is the most important among others because not only create certain conditions for motivation, but form a human confidence that the efforts undertaken in the vain and self-motivation is justified, and also provide an opportunity to get real benefits from it;

4) social factors (democratization of society, the revival of public relations, restructuring of employment, increasing demand for jobs and higher vocational training, increasing the desire for a stable, but also creativity, overcoming social insecurity and unemployment) - mainly focus on improvements that in mentality of workers forming radically new way of thinking and enhance the validity of the choice of specific ways to develop the essential powers of the individual. For employees - is as political actors, the media of a culture, residents of certain regions, family members. It turns out that the nature of the activity of people and striving for the emergence of self-motivation on individual active mobility depends also on their social skills, which are formed in different spheres of life - politics, law, culture and ideology. A society in which little attention is paid to these factors, hasn't future change for the better;

5) psychological factors (increased individual initiative, desire for success, ability to increase the risk of forming a new culture and ethics of behavior and activity) - the importance of taking into account due to the need to consider the importance of personal qualities of employees. These qualities can and should be focused on the revitalization of the motivation factors associated with awareness of man's own role in the operation of production, enable the fullest possible disclosure of creativity, search and selection tools such motivation that will combine the opportunity to fulfill your potential and significantly improve activity.

All the above factors are in interdependence and interconnection, is an integrated system because it is their cumulative effect has the greatest positive effect on the development of self-motivation.

In further researches should pay more attention to the regulation of individual active mobility at macro- and microeconomic levels.

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