

ABSTRACT

The theme of the final qualifying work. Stimulation of economic activity of youth at modern enterprises (on the example of "Etalon" LLC).

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Information about the customer organization: limited liability company "ETALON»

Relevance of the research topic. Youth as a social group has become the subject of research in various Humanities, primarily because of its special potential in the demographic and economic development of modern States. Historically, young people made up a large part of the population, as life expectancy was relatively low until the twentieth century.

On the one hand, socio-economic transformations in the country open up new opportunities for the development of the potential of young people, including their economic mobility and activity. On the other hand, the functioning of mechanisms of self-realization, economic initiative and flexible independent trajectories is quite difficult for young people in Russia, as the mechanisms of the free market and state regulation are in the stage of formation and formation.

The Russian state still clearly demonstrates its priorities in the field of youth policy, as can be seen from the annual messages of the President of the Russian Federation to the Russian people and the Federal Assembly of the Russian Federation, where V. Putin repeatedly addresses the topic of support for young families, young professionals and other groups of youth, such as students studying at secondary schools. For scientific and practical analysis of the problem of studying the economic activity of young people it is important to identify the problems of realization of economic activity of young people and study the factors stimulating and inhibiting these processes.

The purpose of the work is to study issues related to the formation and development of incentives for economic activity of young people who are employed in modern enterprises.

Work objectives:

1. to study the category of youth as a social group.
2. to analyze the socio-political conditions and trends in the trajectories of economic activity of young people;
3. to define methods and tools of motivation and stimulation of young specialists to their active economic activity;
4. to consider the economic activity of young professionals as a priority of modern Russian youth policy;
5. identify the main aspects of the activities of "Etalon" in the development of the potential of young employees;
6. to develop recommendations for improving the system of stimulation and motivation of economic activity of young employees for Etalon LLC.

The theoretical and practical significance of the study is that the recommendations developed in the framework of the study can be used by the leaders of "Etalon" LLC, the heads of other enterprises in the region to improve the mechanisms for stimulating the economic activity of young people (young professionals) employed in modern enterprises.

Research result. Modern approaches to the definition of the category "youth" in terms of its characteristics as a social group are studied. The socio-political conditions and trends of changes in the trajectories of economic activity of young people, which we have identified as unsatisfactory in the context of economic activity of young people, as no significant specific measures and conditions have been identified that would have been created in the state. Nevertheless, we note that this issue is actively discussed at various levels of government, is present in the development strategies and programs of the country and regions.

Prospects for further research should help to consolidate the economically sound formulation of the age limits of young people as a subject of economic activity in the labor market in order to develop a system of government measures with regard to the mechanism of youth employment.

The socio-political conditions in which the economic activity of young people takes place and develops contain a number of contradictory components: the state and the authorities clearly understand the importance of increasing the economic activity of young people, which is associated with the demographic, economic and social situation in Russia. Measures of support, including financial, student and student youth, young scientists through a system of competitions and grants have

been worked out. We note that the General provisions to stimulate the economic activity of already working youth and young professionals are poorly developed, these issues fall entirely on the heads of enterprises and organizations.

Methods and tools of motivation and stimulation of young specialists to their active economic activity in the conditions of modern enterprises are defined - the main methods and tools of motivation and stimulation of young specialists to active labor, and hence to economic activity are economic methods; the target method; the method of design and redesign of works, enrichment of labor; the method of participation

The economic activity of young specialists as a priority of modern Russian youth policy is considered, it is established that in this issue there are many contradictions, formal and informal factors affecting the efficiency of the process as a whole. The formal documents adopted in the Russian Federation and Stavropol region on youth policy in principle and the development of its economic potential (which is reflected in economic development strategies) are analyzed. It is established that the problem of stimulating the economic activity of young people in modern organizations is in the stage of formation and testing, many important incentives are exclusively in the hands of business leaders.

During the pre-diploma practice identified the main aspects of the activities of "Etalon" in the development of the potential of young employees, the basic needs of the company's management to work with young professionals. On behalf of the management of the company developed recommendations to improve the system of stimulation and motivation of economic activity of young employees for LLC "Etalon", namely the Draft Regulations "on the young specialist" for LLC "Etalon".

Recommendations. The methodological and practical recommendations developed in the present study, based on the theoretical, methodological and practical results of the study, allow us to work on improving the approaches and directions of work with young professionals that stimulate their labor activity and encourage them to realize all their labor and creative potential.