

## SUMMARY

**Subject matter of the dissertation:** Analysis and improvement of the current system of the personnel's motivation and stimulation in the modern organization.

**Author of the master's dissertation:** Shilova Ekaterina Yurievna.

**Scientific supervisor of the master's dissertation:** Shevchenko I. V., candidate of economic sciences, associate professor, Chair of Special Management, economics and business law.

**Customer organisation:** the "Coca-Cola HBC Eurasia" Ltd., subsidiary, village Soluno-Dmitrievskoye.

**Topicality of the research:** the issues of personnel motivation and stimulation have always been and are among the most topical as the systems of stimulation and motivation, performance of individual organizations affect not only the social and creative performance of personnel, but also the results of the work of an organization as such. The intensification of competition both at local and global consumer market, the ever more complicated condition of doing business due to the acceleration of the scientific and technological progress made the aspects of labour resources management essential to ensure competitiveness and efficiency of business. This is all indicative of the specific topicality, theoretical and practical significant of the subject of the research.

**Objective:** development of practical recommendations on the formation of an effective system of motivation and stimulation of the personnel's performance in "Coca-Cola HBC Eurasia" Ltd., subsidiary, village Soluno-Dmitrievskoye.

**Tasks:** to define the notions of work motivation; to present a brief review of theories of personnel motivation; to give a description of the types of motivation and stimulation of the personnel's performance in the "Coca-Cola HBC Eurasia" Ltd., subsidiary, village Soluno-Dmitrievskoye; to reveal the problems in the system of motivation and stimulation in the subsidiary company; to develop

measures on the improvement of the system of motivation and stimulation of the personnel.

**The theoretical and practical significance of the research:** the development of measures to optimize the system of stimulation and motivation as regards the “Coca-Cola HBC Eurasia” Ltd., subsidiary, village Soluno-Dmitrievskoye. The introduction of the developed proposals will improve the efficiency of the personnel’s performance, create more favorable socio-psychological environment in the organization and harmonize the whole working process.

**Results of the research:** we have conducted a complex research into the system of motivation of the personnel’s performance of the “Coca-Cola HBC Eurasia” Ltd., subsidiary, village Soluno-Dmitrievskoye, subsidiary aimed at the solution of some specific tasks: the specification of a group of the factors mostly affecting the personnel; the revealing of the problem spots in the current system of the stimulation in the organization; the assessment of the degree of the correlation of the system of performance stimulation to the motivational expectations of the company’s employees. The results of the analysis will enable the “Coca-Cola HBC Eurasia” Ltd., subsidiary to use its potential more effectively.

**Recommendations:** the recommendations developed in the work can be of some use for the company to improve the system of the personnel’s stimulation and motivation. The proposed measures on the improvement of the current system of the personnel’s stimulation and motivation will enable the company foster the employees’ motivation and as a result to reduce the level of the personnel turnover and to increase labour productivity. The introduction of the proposed measures does not require considerable financing investments on behalf of the company.