

SUMMARY

Thesis topic: Modern condition and ways of enhancement of an organization's employee motivation system (by example of LLC 'Avtovel').

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Customer organization information: Limited Liability Company 'Avtovel', Rostov-on-Don, 5a Malinovskogo St..

Research topicality: Nowadays a lot of wholesale outlay managers tend to underestimate the importance of modern methods of personnel administration and employee motivation characteristic for modern management which are actively applied to effective management and boosting working efficiency.

Some changes in personnel administration should in the first place be aimed at realization of employee motivation policy which is gaining decisive importance in modern conditions.

Effective sales personnel management is becoming a new and very important task for wholesale outlay managers in present-day reality.

Research objective is working out theoretical and methodological approaches to enhancement of an organization's employee motivation system.

Achievement of the determined objective presupposes solving a number of **tasks:**

- revealing the key aspects of motivation in the process of personnel management;
- scrutinizing modern motivation management systems at wholesale outlays;
- studying the process of work motivation principles formation in the scope of wholesale;
- describing employee work motivation boosting factors at wholesale outlays;

- working out a system of sales employee motivation on basis of methodological instruments generalization and introducing it into the work of LLC 'Avtovel';
- analyzing cost-effectiveness of the introduced sales employee motivation system and determining the perspectives of its enhancing at LLC 'Avtovel'.

Theoretical and practical significance consists in the fact that the fulfilled research contains salvation to the problem of enhancing the system of sales employees motivation at a modern enterprise which is very important for its effective functioning.

Research results: the fulfilled research of the operating motivation mechanisms and sales employee encouragement allowed the author to come to the conclusion that at LLC 'Avtovel', as well as at many Russian enterprises, there are significant reserves for enhancing the system of employee motivation and encouragement. In compliance with this, the author proposed a complex methodology for sales employees motivation and encouragement that includes the assessment of the enterprise subdivision manager labor efficiency and mechanisms of material and moral encouragement ensuring complexity and quality of assessment as well as visualization and comparability of the results.

Recommendations: the basic research results and conclusions may be applied as a methodological basis for conducting analyses of the condition and problems of sales employees motivation and encouragement in an organization for the purpose of enhancing its employee motivation system and boosting the organization's profitability.