

## SUMMARY

**Subject matter of the dissertation:** Improvement of the motivation and incentive system in the organization (by the example of METRO Cash & Carry Ltd.)

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**Customer organisation:** METRO Cash & Carry Ltd.

**Topicality of the research:** Today the effectiveness of the organization of any sphere of economic activity depends on a number of factors, the prevailing importance among which is the motivation of its employees. Attempts to adapt classical theories of motivation to real conditions are not systematized, which predetermines the need to introduce modern technologies and methods to motivate staff.

**Objective:** comprehensive analysis of the motivation and incentive system of METRO Cash & Carry Ltd. and the development of improvement measures.

### **Tasks:**

- study the essence and content of the concept of staff motivation;
- consider the phenomenon of staff motivation as a key factor of the effectiveness of the organization;
- give a general characterization of METRO Cash & Carry Ltd.;
- determine the specifics of the motivation system in METRO Cash & Carry Ltd.;
- develop a set of recommendations for improving the motivation and incentive system in METRO Cash & Carry Ltd.

**Theoretical and practical significance of the research.** The approaches considered in the work allowed to develop specific directions for improving the staff motivation and incentive system in METRO Cash & Carry Ltd. Their application will contribute to the formation and implementation of a more effective motivational policy of the organization.

### **Results of the research:**

- improvement of the motivation and incentive system in METRO Cash & Carry Ltd.;

- increase the level of labor productivity in the organization;
- convergence of foreign experience in the aspects of staff motivation and incentives.

**Recommendations:**

- introduction into the system of motivation and incentives of METRO Cash & Carry Ltd. the Pay for performance complex;
- creating a platform for corporate learning;
- increase in the number of informal events in the organization;
- creation of a methodical complex for the adaptation of employees.