

ABSTRACT

The subject of graduate qualification work : Motivational aspect of the company's management (through the example of "Elbrus Telecom" Ltd.).

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Details of the contracting authority: the Kabardino-Balkarian Republic, Nalchik, 61, Nogmova street.

Topicality of the research: The topicality of the research determines by the importance of quality improvement of company's management, its effectiveness through the development and improvement of rational organizational culture, as well as the management of its development.

The development and practical implementation of new motivational systems in companies and not on the scales of country, in a greater extent allow to attract new highly qualified specialists, who can actually manage both small and big collectives focusing mainly on individual motivation.

The purpose of work is the development of management system of corporate culture scientific provisions and the development of practical recommendations for the construction of a modern system of motivation as a factor of the successful development of the company.

Objectives of the research:

- to analyze and clarify framework of categories and concepts necessary for the development of the modern theory of organizational culture taking into account process of motivation specificity;
- to develop the basics of culture formation of management development;
- to consider the contents of the staff corporate activity motivation;
- to describe the methodological basis of company's effective management motivation;
- to study the development of corporate motivational system of "Elbrus Telecom" Ltd.;

- to develop the concept of "Elbrus Telecom" Ltd. management development, based on the value of motivation.

The theoretical and practical significance of work. The work contains scientific material that can be used by companies in the development measures on creation and also will help to improve the efficiency of business management systems, as well as the implementation of research projects to conduct diagnosis of the condition and the development of offers on corporate culture use in the management of company's motivations.

The results of the study: A comprehensive diagnosis of the current state of culture in the management activities of the company was carried out, which allows to determine the level of development; mechanism and model of management concept of company's development was worked out according to values that allows managers to improve the quality of governance through a unified management system.

Recommendation: The universality of of the proposed algorithm according to values, the advantages of management according to values and possible difficulties allow to use it extensive in the efficient operation of a modern company.