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## MANAGEMENT OF INTANGIBLE INCENTIVES FOR LABOR IN EDUCATIONAL ORGANIZATIONS

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Abstract: The article is devoted to the study of the management system of intangible incentives used for the personnel of organizations. The authors defined groups of the main tools of intangible motivation of personnel including working conditions, tools of social support, elements of corporate culture and tools of stimulation of self-realization opportunities; revealed the main principles of the system of intangible motivation of personnel representing a cycle including the following managerial stages: planning, design of methods, techniques and measures of intangible motivation of personnel; plan implementation; coordinated actions, monitor The system of intangible motivation tools application is formed and on its basis the complex evaluation of intangible motivation system of personnel in Belgorod higher educational institutions is performed and the most effective methods of personnel motivation in higher educational institutions of Belgorod region are revealed, the satisfaction of respondents with the system of intangible motivation of personnel is revealed. Further, the authors offered the project to improve intangible motivation of personnel, including forms, methods, recommendations for implementing methods of intangible motivation on the example of educational organizations of Belgorod. It was revealed that it is possible to form a parametric system, including the goal and the way of achieving the goal, requirements for the result and the project result, as well as the final users of the project result, aimed at developing a system of intangible motivation of personnel of educational organizations, which will allow to carry out activities that contribute to the implementation of the required effect in the socio-economic sphere.

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activities, performance results.

Keywords: intangible incentives, motivation, motivation tools, rating, motivational

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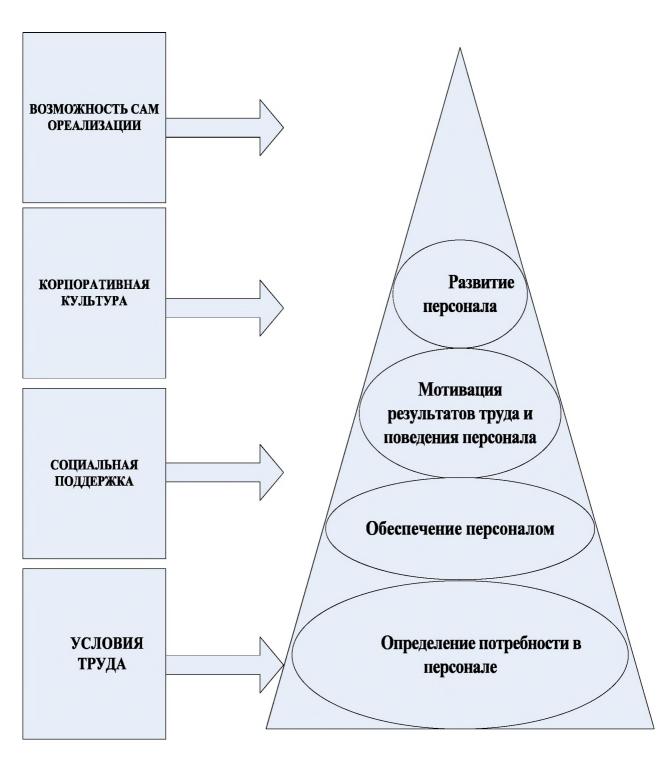
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                                         УСЛОВИЯ ТРУДА
       Группы инструментов нематериальной мотивации
                        В эту группу инструментов относят все, что так или иначе,
                        способно
                                      обеспечить
                                                     работникам
                                                                      комфортную
                        работу (например, безопасность, одежда, питание и пр.)
                                 СОЦИАЛЬНАЯ ПОДДЕРЖКА
                         Инструменты данной группы обеспечивают сотрудникам
                         уверенность в стабильности и завтрашнем
                         (материальная помощь, путевки, страховка и пр.)
                                 КОРПОРАТИВНАЯ КУЛЬТУРА
                          Наличие системы ценностей, позволяющей каждому
                          сотруднику чувствовать себя причастным к важной для
                          себя группе (стиль руководства, организация работы,
                             ВОЗМОЖНОСТЬ САМОРЕАЛИЗАЦИИ
                      В данную группу можно отнести все, что дает сотрудникам
                      организацию карьерного роста, достижение значимых
                      целей ( стажировки, карьерное развитие, обучение и пр.)
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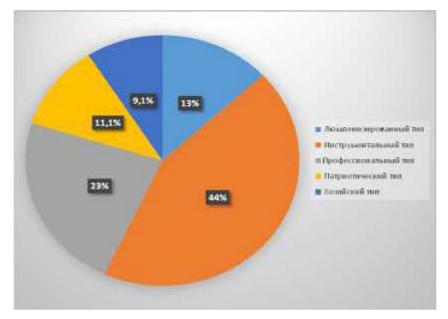


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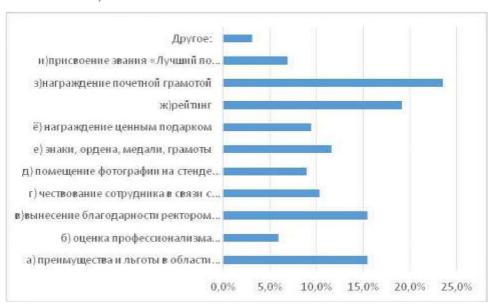
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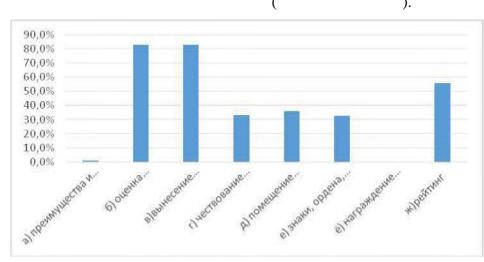
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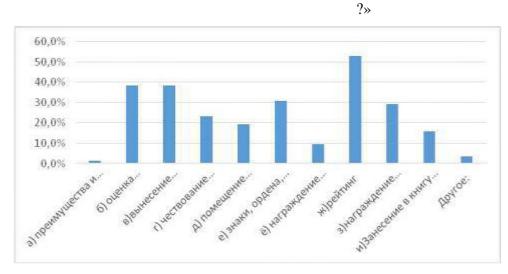
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