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OPTIMIZATION OF THE SYSTEM FOR EFFECTIVE MANAGEMENT OF LABOR PRODUCTIVITY AND EMPLOYEE MOTIVATION AT GOLDEN VICTORIES COMPANY

It has been proven that in the modern market environment, optimizing systems for managing labor productivity and mechanisms for motivating employees are key challenges for enhancing the competitiveness of enterprises. The existing measures for managing productivity and motivation at GOLDEN VICTORIES Company have not fully revealed the potential of employees or stimulated their creativity, which has negatively affected the long-term goals of the organization.

Using GOLDEN VICTORIES as an example, strategies for optimizing productivity management and employee motivation systems have been studied to improve efficiency and job satisfaction. The research begins with a review of the literature on productivity management and motivation theories, including Locke's Goal-Setting Theory [1]. and Ryan and Deci's Self-Determination Theory [2]. These theories provide a theoretical foundation for optimizing productivity management systems and enhancing employee motivation.

An analysis of existing performance evaluation systems and motivation mechanisms at GOLDEN VICTORIES identified several key issues: unclear evaluation criteria, uniformity in incentives, and a low level of employee trust in feedback [3]. These problems have led to a decrease in employee satisfaction and have negatively impacted the overall performance of the company.

To address these issues, several recommendations have been proposed. Firstly, in the area of productivity management, it is recommended to implement a multidimensional evaluation system, including OKRs (Objectives and Key Results) and a Balanced Scorecard (BSC), which will ensure objectivity and comprehensiveness in evaluation. Secondly, in terms of motivation, it is suggested to utilize a variety of reward methods, such as annual bonuses, stock incentive programs, and non-material incentives (e.g., opportunities for professional development and training) [4]. Additionally, it is recommended to regularly conduct employee satisfaction surveys and dynamically adjust management strategies based on the results obtained to better meet employee needs and respond to market changes [5].

The study provides practical recommendations for GOLDEN VICTORIES, which may also be beneficial for other enterprises aiming to improve their systems for managing productivity and employee motivation. By implementing the proposed strategies, companies can effectively increase employee engagement, reduce turnover, and foster sustainable development.

References

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