

**Abstract of the Article**  
**"Influence of Intangible Motivation Factors on Workers' Labour  
Behavior Formation"**  
**by I. Hruzina**

There is an opinion that Ukrainian workers can be motivated only by money, therefore, money is the most important motivation. However more theorists and practical workers in the sphere of personnel management including V. Sladkevych, E. Utkin, Yu. Domin and others do not agree with this statement, but there are often such situations, when quite high payment level and use of various financial factors practically do not influence on the labour intensity of workers.

The reason of dependence decline between a financial reward and labour intensity consists in that the workers differ widely from their attitude and perception of the mentioned type of stimuli. It is marked, that with the growth of financial prosperity, age and education the value of money is diminishing among the motivating factors. Another argument in favour of intangible motivation consists in that many existing necessities of people are met exactly by intangible stimuli.

Nowadays in accordance with the specialists' estimations, the number of workers who prefer the intangible motivation is constantly growing. The response to changes in the structure of reasons lead to the appearance of numerous modern concepts which emphasize the necessity of application of new approaches which increase the social and production activity of workers. To these concepts specialists ascribe the theories of labour life quality, enrichment of labour content, labour humanization, participation of workers.

The career planning is considered by many authors as the important factor of motivation. The promotion and knowledge of your growth prospects is a necessity which people aim to meet in the process of labour activity. The feeling of dependence between the level of work efficiency and promotion contributes to the labour activity of workers.