

In article questions of personnel potential development of the enterprise, theoretical approaches to formation of motivation's system are investigated. The special attention is given to research of motivational process categories, formation of motivational approaches, questions of workers stimulation and introduction of the given actions at the enterprise.

$$S_2 = \int_{a_1}^{a_2} \left(\sum_{i=0}^{n_2} d_i \cdot t^i \right) dt \quad (2)$$

$$S_3 = \int_{a_2}^{a_3} V_3 dt = V_3 (a_3 - a_2) \quad (3)$$

$$S_4 = \int_{a_3}^{a_4} \left(\sum_{i=0}^{n_4} e_i \cdot t^i \right) dt \quad (4)$$

i - , t - , e_i, m_i, j_i, c_i -
 n_i - , V_0, V_3 -

(S),

$$S = \sum_{j=1}^4 S_j = S_1 + S_2 + S_3 + S_4, \quad (5)$$

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« » - 2003. - 10. - 91 - 94. 2.

// « » - 2009. - 21. - 9 - 13. 3.

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Offered to use the mathematical method for calculation of the volume of marketed product and profit on each stage of goods lifecycle and of its all cycle. Such calculation required for decision making about turning the enterprise on issue of the new type to product.

(1 - 4)

(S_i)

$$\sum_{i=0}^N k_i \cdot t^i = k_0 + k_1 \cdot t^1 + k_2 \cdot t^2 + k_3 t^3 + \dots + k_N \cdot t^N,$$

$k_0, k_1, k_2, \dots, k_n$ -

$$S_1 = \int_0^{a_1} \left[\left(\sum_{i=0}^{n_1} c_i \cdot t^i \right) - V_0 \right] dt \quad (1)$$