

## **MOTIVATION AND STIMULATION OF INNOVATION ACTIVITY**

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To ensure that all participants in innovation change make sure that innovation is beneficial not only for the enterprise but also for each employee, in particular, everyone should be stimulated. Therefore, the system of incentives for innovation processes should include, on the one hand, components of the current stimulation, and on the other hand - stimulation of the results of the work of the entire organization. In turn, the incentive system must necessarily include encouraging the development of creative abilities of employees of the enterprise, which is a prerequisite for the creation of innovations. This testifies that the formation of the motivational mechanism of innovation activity of the organization involves the development of an effective incentive system, especially managers of all levels of management, based on the assessment of achievements in the implementation of innovative results. A positive final result can be achieved through a well-grounded combination of different methods of stimulation, hard work with the staff to formulate motivation preferences in them, which lie in the area of innovation development. In this aspect, the question of interaction between the state and enterprises and entrepreneurs and workers with problems in the labour market should be relevant. In order to minimize the negative effects of the structural form of unemployment, investments in human capital are required, which must be carried out both by the business sector and the state. On the part of entrepreneurs, investments into human capital should be made in the form of payment for training, retraining and professional development, social and methodical insurance of employees. The most important requirements of a competitive economy to the public sector are the need to create a flexible education system. Such a system should respond quickly and clearly to the demands of new technology and new demand. The success of the innovation process depends on how direct participants in the Innovation process are interested in the rapid implementation of scientific results into production. In view of this, the stimulation of innovation work should constantly rely not only on material but also on non-material (social-psychological) forms of stimulation focused on meeting the needs of the higher level. In such circumstances, the innovative activity of the staff will be high, which will expand the innovative capabilities of the enterprise. Direct action methods are directly related to the achievement of the final result - the commercial benefit of the introduction of innovation. In this regard, the successes of the Japanese and some Western industrial complexes in the development of advanced technologies, the development of new competitive products, precisely because of the high innovation activity of the personnel, which is the product of the implementation of the concept of participative management (technology management personnel, which is based on the involvement in the adoption of management decisions of all employees of the enterprise ) It is the motivation that determines the priorities of business activity, enhances the desired behavior of a person.