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COMPARATIVE ANALYSIS OF CURRENT TRENDS IN STAFF MOTIVATION

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ABSTRACT

This article presents current trends in motivation of workers, which is common for all industries.

The aim of the research is to define and compare all tendencies of labor motivation in contemporary economy.

The methodological basis of the research was summarization, grouping, comparison and generalization methods, which were used during the review of scientific literature. The method of research of current trends was applied - analysis and synthesis methods while constructing comparative table and discussing research results. By summarizing all of the founded scientific literature 5 recent trends in personnel motivation were revealed.

Originality / value of the research. Further, based on these current trends in sphere of personnel management, it is possible to develop appropriate method for motivating workers of enterprises in different fields. Its implementation will increase the productivity of workers and, in general, efficiency of production activities. Through comparative analysis of current trends across different cultures and sectors, any organization can choose more suitable motivation method based on its own characteristics.

Main findings of research are trends and their cause of occurrence, their main features and information about which industries it covered. Also, on the example of big organizations real cases of presence of tendencies were given. Furthermore, by providing a deeper analysis, information about how these trends compare across various industries and cultural backgrounds was revealed.

Keywords: personnel motivation, staff motivation system, motivational factor, gamification

INTRODUCTION

Employee motivation plays a crucial role in organizational success, influencing productivity, job satisfaction, and overall performance. While extensive research has explored various aspects of motivation in the workplace, there remains a noticeable gap in understanding how contemporary trends in staff motivation differ across diverse organizational settings. This study aims to address this gap by conducting a comparative analysis of current trends in staff motivation across industries and regions.

With the changes taking place in the world, in our country, in enterprises and in people, approaches to labor activity are also changing, including personnel management and, specifically, motivation for work. The causes for the alteration of approaches lie in various factors, but the key reason is changes in people. The new generations, called «Y and Z» by experts, are quite different from the generation 20th century. The motivation system is subject to the impact of outer factors that make adjustments to the strategies of enterprises, and, accordingly, to their motivational programs.

The relevance of the theme lies on that needs are constantly changing, therefore you cannot expect that the motivation system that worked effectively for a certain period, will be effective in the future. With the development of personality, its opportunities, needs for self-improvement and self-expression also expanded, that is, the process of motivation through the way to meet the needs can be considered unlimited.

The problem of labor motivation worried many well-known economists. The need to use a motivational mechanism for enterprises was proved by all scientists. However, there was not found a single approach that would become universal for any organization. Human motives and needs tend to increase, so it is necessary to use a variety of methods of motivation and stimulation of labor employees of the enterprise. Contemporary realities demands company leaders to adapt to them, taking into consideration the difference in generations, changes in the principles and job requirements. There new ways of motivation and new tools are constantly arising. In this research article, the most popular approaches used in recent years in enterprises are considered, analyzed and compared, in order to study current trends in staff motivation.

Existing literature on employee motivation predominantly concentrates on traditional methods such as monetary rewards, recognition programs, and career progression prospect. While these strategies have proven effective in certain contexts, emerging trends indicate a transition towards more comprehensive and personalized approaches to motivation. Nonetheless, exploration regarding the adoption levels of these trends and their impact on employee engagement and retention remain underexplored.

By directly connecting the research goals to recognized gaps in the existing literature, this study aims to make the following contributions to the field

1. Assessing the prevalence and effectiveness of traditional and contemporary motivational strategies in diverse organizational environments.
2. Identifying key drivers and barriers associated with the adoption of new motivational trends.
3. Investigating the impact of cultural, demographic, and organizational factors on employee motivation methodologies.
4. Providing practical insights and recommendations for organizations seeking to enhance employee involvement and performance in an evolving workplace landscape.

In the first part of article, the literature review was conducted about general concept of motivation, its types and about meaningful theories of motivation. In the second part, new trends in motivation are listed, also there are given detailed information about their causes of appearance and development. Finally, types of popular solutions to introduce and adjust the motivation system are recommended on the example of foreign experience.

Literature review. Today there are a considerable number of interpretations of the concept of motivation. Generalizing, it can be determined that motivation is the process of stimulating employees to work, which involves the use of human behavior motives to achieve personal or organization's goals [1]. It is a set of internal and external driving forces that motivate a person to activity, set boundaries and forms of activity and focused this activity on achieving certain goals. The impact of motivation on human behavior depends on many factors, in many ways it can change individually under the influence of feedback from human motives and activities. [2]

Staff motivation, occupying one of the central places in personnel management, is also one of the primary factors in increasing their productivity. In modern conditions, the problem of studying the dependence of labor productivity on staff motivation is solved in a qualitatively new way, since there is a wide variety of business areas that differ both in the nature and content of activities. This explains the increased interest in the problem of personnel motivation in enterprises.

The content and form of employee motivation methods depend on a professional, adequate job motivation system in the organization, the general management system at the enterprise, the specifics of activities of the company, as well as on the development and application of modern theories of staff motivation, that is, an integrated approach is needed to improve the motivation subsystem [3].

According to A.M. Kolot, human needs are the engine that drives our motivation, and these needs can be broadly categorized into three groups: material, labor, and social status. This allows us to classify motivation into two main types: material and non-material (labor, status).

Material motivation is the most common and easiest way to reward employees. Beyond the standard pay-for-performance approach, recognizing the desire for well-being is crucial for employee motivation. Material motivation is a pay-for-performance approach for labor (wages, bonuses, compensation, vacation pay, etc.). Material motives, of course, play a crucial role in defining the labor behavior of employees, but this does not

mean that non-material incentives and motives are secondary. While traditional systems based on wages and bonuses can work, their dominance shouldn't diminish the growing importance of non-material motivators like meaningful work and a positive work environment. Modern business practice indisputably shows that the role of non-material motives and incentives is constantly growing.

The importance of *non-material motivation* is also confirmed by the works of O. S. Ivanilov. The scientist sees that since the beginning of the XX century, the methods of material motivation, having become widespread due to the development of technology, the rise in the level of well-being and education of people, are gradually beginning to weaken. People are starting to pay attention to other factors of increasing labor efficiency. Therefore, there was a need to use social and psychological aspects of motivation [4]. Non-material motivation includes such types of incentives as career advancement, commendations, diplomas, medals, special titles, flexible work schedules, labor protection, participation in decision-making, training, advanced training, payment for communications, lunches, vouchers, etc. An important impetus to the use of intangible motivation is provided by the limited financial capabilities of enterprises and the need for constant cost reduction.

Before current studies about motivation, there was foundational basic theories of motivation. Analyzing prominent motivation theories by Maslow, Herzberg, Alderfer, and McClelland reveals a common thread despite individual nuances. It allows us to establish certain parallels between them. Also this enables insightful comparisons, allowing us to draw conclusions about the human motivation mechanism through the lens of needs and their categorization. Comparing the classifications, it can be highlighted that the groups of needs recognized in various theories correspond quite definitely to each other.

One can also identify 2 general characteristics appropriate to them:

- a) a distinct thought of motivation, established by empirical research and used for a long time in management practice clearly set out by each of these theories (especially by the theories of Maslow and Herzberg);
- b) all theories of meaningful motivation practically do not focus on the analysis of the motivation process and concentrate on the analysis of the factors underlying motivation.

Grasping meaningful motivation theories is crucial as they foundation the development of techniques for analyzing employee needs within any team. These needs, acting as the driving force, inspire individuals to commit to the organization, contributing to its growth while fulfilling their own personal aspirations.

Since 2020 due to the global changes in the world, especially after worldwide pandemic situation, there are developed new approaches of motivating personnel. Everything now is changing and being studied. However, there is a small amount of researches about present trends in staff motivation. That is why, author set the task to explore this research topic in more depth.

Materials and method. The main data sources comprise articles in newspapers and the popular press. Also as an information base were used: sources of scientific and educational literature, scientific articles on database Scopus and in specialized journals that correspond to the subject research, specialized sites on the Internet. Through a comprehensive search, we collected as much information as possible about the ongoing tendencies in motivational system of personnel. While using scientific and educational literature, as well as articles from reputable databases like Scopus, adds credibility to the study, it's essential to consider the quality and relevance of the sources. Not all articles or studies may be methodologically sound or directly applicable to the research topic, which could introduce noise or inaccuracies into the analysis. This study is explorative with a qualitative approach. Our data collection based on secondary data sources, which are widely used for high-quality research [5]. Indeed, secondary data is perhaps more appropriate for this study, because first-hand data could not provide comprehensive knowledge about the contemporary slant in motivational system. But there is also one limitation of this method of research. Unlike primary data collection methods where researchers can verify the precision of the data directly from the source, relying on secondary data means acquiring the validity of the information as presented in the sources. There's a risk of misinformation or misinterpretation, especially when data are compiled from numerous sources with varying degrees of reliability. Depending on the timeframe of data collection, there's a risk that the information aggregated from secondary sources may become outdated,

especially in rapidly changing fields like human resources and organizational behavior. Trends and practices in motivational systems may have swift evolution, and relying on dated data could lead to inaccuracies in the findings

Methods of conducting analysis consist of 2 parts. In the first part of this research new trends in staff motivation are identified. First of all, through using key words, such as “current trends” and “staff motivation” we found some relative research articles on Google Scholar and Scopus database. Another additional information was taken from articles on electronic web-sites. Then, by summarizing all of these data 5 recent trends in personnel motivation were revealed.

In the next section, comparative table of actual trends in employee motivation was constructed using analytical techniques such as analysis, synthesis, comparison, and systematization. This table encompassed the reasons for the emergence of these tendencies, their distinguishing characteristics, and information regarding the industries they pertained to. Furthermore, examples of prominent companies where these trends had been observed were included in the table, providing concrete illustrations of their manifestation in real-world contexts.

Results and discussion. As the evolutionary shifts in human behavior and identity takes place, new ways of motivation are developed. A review of common approaches implemented by enterprises in recent years serves as the basis for exploring current trends in personnel motivation. This section presented thematically to indicate the findings, which are summarized in table 1

Table 1 – Summary of finding

Trends in motivation	Cause of occurrence	Distinction	Industries covered	Real cases
Significance of non-material tools	motivation features of Z generation	savings on material incentives good positive mood of employees	Sales sphere and customer service companies	experience of IT industry leaders: Google, Apple, Facebook office
Shorter cycles in the schemes of material rewards	Y and Z generations prefer short tasks and quick results High dynamics of the external/internal environment shortening of the average work hours of employees loss of expediency of long payments and inflation	Material motivation of staff can be of two types - monetary and non-monetary.	Commercial enterprises, and in retail trade	Facebook has a rule: share about the collective accomplishments each evening, showcasing dedication and progress. Each week, Facebook chief Mark Zuckerberg bestows honors upon individuals demonstrating exceptional achievement. Winners in the only «fix of the week» category are given tickets to a baseball game or a concert by a famous band
Development of employee's personal brand	92% trust the opinions of people more than companies (Nielsen) 82% are more likely to buy from a company with active social media (Sprout Social) 77% will buy from a personal communications company (BRANDfog)	The employee becomes a media specialist, participates in forums, conferences, thereby pumping the employer's brand. helps to retain talented specialists in the company.	Sales sphere and customer service companies	Rostelecom is implementing the «Rostelecom Experts» project Coca-Cola - introduced a special employer branding program for employee ambassadors.

Creation of additional sources of income	69% of Z generation would like to have their own business (VK Business) up to 20% of all employees in 2025 are freelancers, self-employed (Ernst & Young) +46% of the global recruitment market by 2025 (TalentTech)	This is an interesting mechanic that can be used to increase motivation and keep employees in the company's circuit.	All spheres	Unilever has allocated internal bonuses with cash compensation to proactive employees. Airbnb is preparing for an IPO. Employees who have been working in it since its inception (2008) are about to get rich, including the cleaner. The employee may dispose of the received shares in any way. Moreover, if an employee performs well, he can get more shares.
Gamification	Introducing of gamification elements into motivation systems by companies, that cannot yet afford specialized IT solutions	team unification increases interest in daily work; makes relationships with friends warm quickly adapts to the work of beginners; allows you to conduct training in a non-standard form.	All spheres	the use of The incorporation of gamification techniques within Uniqlo's interview structure demonstrably led to a heightened level of candidate enthusiasm and the fostering of positive interactions amongst previously unknown participants.
Note – compiled by the author based on [11], [12], [13], [14], [15].				

One of the most popular trend of the modern world is increased *significance of non-material tools* of employee motivation. The main reason for this is the motivation features of Z generation. A lot of researches show that the level of employee engagement directly affects the company's profit. In its turn the involvement of employees mostly is the result of non-material motivation. In this regard, the costs of enterprises for this type of motivation increases every year.

Another tendency of our time can be recognized as *shorter cycles in the schemes of material rewards* [6]. And this trend also is influenced by Y and Z generation, who don't like to wait. Employees of these generations prefer short tasks, the decision of which will not be delayed, and the result will be visible quickly.

Another reason for the formation of such a tendency is the external environment, its variability and impact on the well-being of the nation. High dynamics determines the increased requirements for employees in terms of their qualification skills and results, therefore, in this case, a certain difficulty is formed to earn up to a sufficient amount of money to obtain the necessary benefits [7]

Also, the next reason for the occurrence and development of the tendency is the reduction of the average working hour of employees. If earlier it was supposed that the more an employee works in one place, it indicates his diligence and ability to adapt, now completely different principles rule. Today, employees rarely hold on to their place, especially if there are factors that do not suit them. Of course, this cannot be attributed to every industry. Commercial enterprises are most susceptible to this, and in retail, staff turnover is already a common thing [8].

Development of employee's personal brand – one of the well spreading tendency not only in Kazakhstan, but also in foreign countries. It occurs when company invest to the expert track.

Pros:

- development of a personal brand and personal career at the expense of the company;
- with a positive effect - promotion of the employer's brand
- average investment and an additional pool of brand advocates.

Risks:

- extra time to work with a personal brand;
- redistribution of the employee's time for additional non-core activities;
- potential negative associations with reference to the company's brand.

Creation of additional sources of income.

Pros:

- multi-employment and internal sources of income for an employee in one company;
- lack of additional investment in the search for resources and predictability.

Risks:

- missed opportunities - the company is more likely to offer an average level of payment compared to market offers
- company's dissatisfaction with the level of quality of the task performed;
- changing employee priorities.

Another trend in motivation is *gamificatio* . Currently, gamification has become a fairly popular technique used in various fields of activity. Promotion with points, ratings, corporate virtual currencies with the possibility of real monetization, the use of game moments, small gifts – this is something that can be realized without significant expenses, and more and more companies are coming to this

Gamification helps to motivate personnel for companies in many aspects. It can be useful both at interview stage and at working stage. One of the good example of this is shown in interview process of the company Uniqlo. The candidate journey begins with an engaging chatbot interview, followed by a dynamic group interview that leverages gamification elements to assess skills and cultural fit. Following a brief video introduction to the company, a brand presentation, and a narrative exploring its history, values, and goals, an interactive game commenced. Participants engaged in tasks, earning stickers that could be redeemed for branded merchandise like pens, notebooks, T-shirts, and thermoses at the event's conclusion.

The more activity - the more stickers. Concluding the meeting on a positive note, fostering a sense of belonging among participants. This welcoming atmosphere, mirrored in the company's use of playful gamification elements like point-based stickers and branded reward incentives during the interview process, suggests a commitment to fostering a comfortable and engaging candidate experience.

Across various sectors, from service-oriented industries to manufacturing and technology-driven fields, we notice distinct preferences and unique methods in motivating employees. Additionally, cultural backgrounds significantly influence these approaches, with collectivist cultures emphasizing teamwork and collaboration, while individualistic cultures prioritize independence and personal growth. By using the method of comparison and analysis we construct a table, which distinguishes recognized trends by different industries, where they appear and by cultural contexts, which determine their distinctive features.

Table 2 – Comparison of trends in staff motivation across different sectors and cultural context

Trends in motivation	Across sectors	Cultural contexts
Significance of Non-material Tools	In service-based industries like hospitality and customer service, non-material tools such as identification programs and opportunities for personal growth may be particularly effective in motivating employees who directly interact with customers. In contrast, sectors like manufacturing or construction may focus on tangible benefits like safety incentives or performance bonuses.	In cultures where collectivism is valued over individual achievement, non-material tools that foster team cohesion and collaboration may be more beneficial. Conversely, in cultures that prioritize individualism and autonomy, incentives adapted to personal development and autonomy may be more effective
Shorter Cycles in Material Rewards	Sectors with fast-paced surroundings and high levels of competition, such as technology and retail, may be more willing to adopt shorter cycles in material rewards to maintain employee engagement and drive production. However, industries with longer project timelines, such as construction or healthcare, may have problems in implementing this trend due to the nature of their work.	Cultures that value immediate gratification and efficiency may be more open-minded to shorter cycles in material rewards. Conversely, cultures that more value long-term planning and stability may be resistant to this trend, preferring to indicate patience and persistence in accomplishing goals.

Development of Employee's Personal Brand	Industries where personal expertise and reputation are significant, such as consulting, marketing, and creative fields, may see a higher adoption of initiatives aimed at developing employees' personal brands. However, sectors where teamwork and collective success are paramount, such as healthcare or education, may prioritize initiatives that strengthen the organization's brand over individual branding efforts	Cultures that value individualism and self-expression may embrace the development of personal brands more readily. Conversely, in cultures that prioritize humility and group harmony, employees may be more hesitant to promote their personal brands, preferring to align themselves with the collective identity of the organization.
Creation of Additional Sources of Income	Industries with flexible work arrangements, such as technology and finance, may be more conducive to the creation of additional income sources through freelancing or side projects. However, sectors with rigid work structures or high regulatory barriers, such as healthcare or government, may face challenges in accommodating additional income streams.	Cultures that value entrepreneurialism and innovation may encourage the creation of additional income sources as a means of personal empowerment. Conversely, in cultures where stability and job security are paramount, employees may prioritize traditional career paths over entrepreneurial endeavors.
Gamification	Industries that rely heavily on technology and digital platforms, such as gaming, e-commerce, and social media, may readily embrace gamification as a means of increasing engagement and motivation among employees. However, sectors with more traditional work environments, such as manufacturing or utilities, may be slower to adopt gamification due to concerns about its applicability and effectiveness	Cultures that value competition and achievement may be more receptive to gamification as a means of incentivizing performance and driving results. Conversely, in cultures where leisure and work-life balance are prioritized, employees may view gamification as intrusive or counterproductive to their well-being.
Note – compiled by the author		

Overall, while these trends may manifest differently across industries and cultural background, understanding their nuances is essential for enterprises. Through this exploration, we aim to provide insights into how organizations can tailor their motivational strategies to align with industry-specific norms and cultural preferences. By acknowledging and adapting to these nuances, businesses can cultivate a more enthusiastic and productive workforce, ultimately driving organizational success in today's competitive environment.

CONCLUSION

Thus, questions of motivation are very important and sensitive in enterprises. External factors have great impact on the motivation system and make adjustments to the strategies of enterprises, and, accordingly, to their motivational programs. In modern realities, company leaders must to adapt to them, taking into account the difference in generations, changes in the principles and requirements for work. There are new ways of motivation, new tools.

However, the developments that currently exist, both in Western and in domestic companies allow to develop and fill the motivation system with effective and working tools that correspond to the modern world

In consequence of the analysis of the above data, it is possible to make conclusion, that new tendencies of staff motivation are appeared in modern society. They are caused by changes in generations, in life-styles and many other socio-economical, behavioral situations. Generally, in this article 5 common tendencies in personnel motivation are identified. They are: significance of non-material tools, shorter cycles in the schemes of material rewards, development of employee's personal brand, creation of additional sources of income and gamification. In connection with the above data in table 1, it can be summed up, that mostly in sales sphere and customer service companies, such trends as an increasing significance of non-material tools and employee's personal brand are developed. Other given tendencies were noticed in all spheres of business, especially in commercial enterprises and in retail trade.

Further, based on these current trends in sphere of personnel management, it is possible to elaborate appropriate method for motivating workers of enterprises in different fields. Also, new staff motivation system

and development strategy can be formed with taking into account these actual tendencies in motivation. Its implementation will enhance the productivity of workers and, overall, efficiency of production activities

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ҚЫЗМЕТКЕРЛЕРДІ МОТИВАЦИЯЛАУДЫҢ ЗАМАНАУИ ТЕНДЕНЦИЯЛАРЫН САЛЫСТЫРМАЛЫ ТАЛДАУ

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АНДАТПА

Бұл мақалада экономиканың барлық секторлары үшін қызметкерлерді ынталандырудың жалпы заманауи үрдістері көрсетілген.

Зерттеудің мақсаты – қазіргі экономикадағы еңбек мотивациясының барлық ағымдағы тенденцияларын анықтау және салыстыру.

Зерттеудің әдістемелік негізі – ғылыми әдебиеттерді талдауда қолданылған жалпылау, топтастыру және салыстыру әдістері. Салыстырмалы кестені құру және зерттеу нәтижелерін талқылау кезінде заманауи тенденцияларды зерттеу әдісі – талдау және синтез әдістері қолданылды. Барлық жинақталған

ғылыми әдебиеттерді қорытындылау нәтижесінде персоналды ынталандырудың 5 заманауи тенденциясы анықталды.

Зерттеудің бірегейлігі / құндылығы. Болашақта персоналды басқару саласындағы осы заманауи тенденцияларға сүйене отырып, әртүрлі қызмет салаларындағы кәсіпорындардың қызметкерлерін ынталандырудың тиісті әдістемесін әзірлеуге болады. Оны жүзеге асыру жұмысшылардың еңбек өнімділігін және жалпы алғанда өндірістік қызметтің тиімділігін арттырады. Әртүрлі мәдениеттер мен секторлардағы тенденциялардың салыстырмалы талдауын қолдана отырып, кез келген ұйым өзінің ерекшеліктеріне негізделген мотивацияның неғұрлым қолайлы әдісін таңдай алады.

Зерттеудің негізгі нәтижелері тенденциялар мен олардың пайда болу себептері, олардың негізгі белгілері және қай салаларды қамтитыны туралы ақпарат болды. Сондай-ақ ірі ұйымдарды мысалға ала отырып, трендтердің нақты жағдайлары келтірілді. Сонымен бірге, терең зерттеу жүргізу арқылы бұл трендтердің әр түрлі саладағы және мәдениеттегі айырмашылықтары анықталды.

Түйін сөздер: персоналды ынталандыру, қызметкерлерді ынталандыру жүйесі, мотивациялық факторлар, геймификация.

СРАВНИТЕЛЬНЫЙ АНАЛИЗ СОВРЕМЕННЫХ ТЕНДЕНЦИЙ В МОТИВАЦИИ ПЕРСОНАЛА

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АННОТАЦИЯ

В данной статье представлены общие современные тенденции мотивации работников для всех отраслей экономики.

Цель исследования – определить и сравнить все актуальные тенденции мотивации труда в современной экономике.

Методологической основой исследования послужили методы обобщения, группировки и сравнения, которые использовались при анализе научной литературы. При построении сравнительной таблицы и обсуждении результатов исследования применялся метод исследования актуальных тенденций - методы анализа и синтеза. В результате обобщения всей собранной научной литературы было выявлено 5 современных тенденций в мотивации персонала.

Оригинальность / ценность исследования. В дальнейшем, основываясь на данных современных тенденциях в сфере управления персоналом, можно разработать соответствующую методику мотивации работников предприятий различных сфер деятельности. Ее внедрение позволит повысить производительность труда работников и, в целом, эффективность производственной деятельности. Благодаря данному сравнительному анализу современных тенденций в различных культурах и отраслях, любая организация может выбрать наиболее подходящий метод мотивации, исходя из ее собственных особенностей.

Основными результатами исследования стали тренды и причины их возникновения, их основные особенности и информация о том, какие отрасли они охватывают. Также, на примере крупных организаций были приведены реальные случаи присутствия тенденций. Кроме того, благодаря более глубокому анализу была раскрыта информация о том, как эти тенденции отличаются в различных отраслях и культурных традициях.

Ключевые слова: мотивация персонала, система мотивации сотрудников, мотивационные факторы, геймификация.

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СЫБАЙЛАС ЖЕМҚОРЛЫҚТЫҢ ЕЛДІҢ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТІНЕ ӘСЕРІ

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АНДАТПА

Зерттеудің мақсаты: сыбайлас жемқорлықтың елдің экономикалық қызметіне әсерін талдау болып табылады, екі негізгі аспектіге ерекше назар аударылады: әлеуметтік теңсіздік және тұрақты экономикалық даму. Осы зерттеу шеңберінде сыбайлас жемқорлық тәжірибелері экономикалық ресурстардың бөлінуіне және әртүрлі әлеуметтік топтардың мүмкіндіктеріне, сондай-ақ ел экономикасының орнықты дамудың ұзақ мерзімді сын-қатерлеріне бейімделу қабілетіне қалай әсер ететінін жүйелі түрде зерделеуге әрекет жасалады. Зерттеу сыбайлас жемқорлықтың экономикалық процестерге кері әсерін тигізетін, әлеуметтік алшақтықтарды тереңдетуге және тұрақты даму негіздерін бұзуға әкелетін тетіктерді анықтауға бағытталған. Сыбайлас жемқорлық схемаларының нарықтық ынталандыруды және ресурстарды бөлуді қалай бұрмалауы, сол арқылы инновациялар мен адам және қаржылық капиталды тиімді пайдалануға кедергілер тудыруы мүмкін екендігін талдауға ерекше назар аударылады.

Әдіснамасы: статистикалық деректерді, халықаралық есептерді талдауды қоса алғанда, сандық және сапалық талдауды қолдану.

Зерттеудің бірегейлігі / құндылығы: сыбайлас жемқорлықтың экономикалық тиімділікке, инвестициялық ахуалға және ресурстарды бөлуге әсер ету тетіктеріне жаңа көзқарас ұсыну.

Зерттеу нәтижелері: сыбайлас жемқорлықтың экономикалық өсуге, инвестициялық климатқа теріс әсерін анықтау және әлеуметтік теңсіздікті күшейту. Сыбайлас жемқорлыққа қарсы тиімді күрес бойынша ұсынымдар ұсыну.

Түйін сөздер: сыбайлас жемқорлық, экономикалық қызмет, әлеуметтік теңсіздік, тұрақты даму, инвестициялық ахуал.

КІРІСПЕ

Қазіргі әлемде сыбайлас жемқорлық елдердің экономикалық дамуына әсер ететін негізгі факторлардың бірі болып табылады. Бұл құбылыс микроэкономикалық процестерден бастап жаһандық экономикалық тенденцияларға дейінгі экономикалық қызметтің барлық деңгейлеріне айтарлықтай әсер етеді. Сыбайлас жемқорлық нарықтық тетіктердің бұрмалануына, мемлекеттік басқару тиімділігінің төмендеуіне және инвестициялық ахуалдың нашарлауына алып келеді, бұл өз кезегінде экономикалық өсуді тежейді және әлеуметтік теңсіздікті тереңдетуге ықпал етеді. Сыбайлас жемқорлықтың елдің эконо-