

SPECIFICS OF THE SYSTEM FOR MOTIVATING PEOPLE IN THEIR WORK ACTIVITIES THROUGH NON-MATERIAL INCENTIVES

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Abstract: The timeliness of the problem explored in the article stems from the fact that it is related to staff motivation through non-material incentives, which is widely used in modern management. The intangible benefits trend is becoming more popular as business organizations are looking for different ways to motivate and engage their employees.

The article presents the main general points of the motivation process, with an emphasis on the types of non-material incentives. It should be noted that non-material incentives still provide the main motivation for most people, even in business organizations where material incentives are usually leading.

Keywords: Motivating, People, work, non-material incentives.

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