

# THE USE OF INTERNET TECHNOLOGIES IN INDIVIDUALISED PERSONNEL STIMULATION

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## Annotation

This article deals with the problems of personnel incentives. It analyzes the main problems that may arise in application of monetary and non-monetary ways of encouraging staff. A mixed method is proposed. The concrete examples of the use of these methods are given. The main advantage of using the two methods to encourage is creation of a favorable psychological environment for personnel. The proposed method is planned to be applied in a certain department of TPU to compare results and conditions before and after such stimulation.

## Introduction

Today one of the most important task that a company faces is to encourage personnel. If the staff are encouraged in a proper way, they will work better, and therefore, the company will get a better result. The work of each employee can increase the profits of the enterprise. There is a direct correlation between the success of the company and how the organization rewards its employees.

The most valuable thing for any employee is an award or bonus. However, the concept of the value is a personal one, and therefore, various estimates of compensation and its relative values are possible. For example, for a civilized person a suitcase full of banknotes, will be considered a valuable reward, while members of some African tribe leading an isolated life it will have interest only as a useful container filled with curious pictures which may serve as a good means to ignite fire.

Rewards can be classified in internal and external. Any manager has to deal with two main types of rewards.

Internal reward values the work per se. This may be the result of a sense of accomplishment, content and significance of the work, self-esteem. The friendship between the members of the staff and easy communication with colleagues, arising in the course of work are also considered an internal reward.

The easiest way to ensure the internal reward is the establishment of appropriate working conditions and the exact formulation of the problem.

External reward is a kind of encouragement that most often comes to mind when you hear the word "compensation". It does not arise from the work itself, and is given by organizations. From a motivational point of view, it can be defined as the promotion of labor.

It promotes a focus on the actual structure of values aspirations and interests of workers, for a full implementation of existing labor potential.

## Main part

There are two types of stimulation, which should be used in the enterprise: the monetary and non-monetary. On the one hand, the monetary stimulation is very simple because you can give a bonus, on the other hand it is extremely difficult to do in order not to overpay employees and not to hurt personnel feelings by using an inadequately low monetary stimulation.

Non-monetary stimulation takes form of goods or services and shows attention to the needs of staff. This type of stimulation requires good contact between employees and managers. After all, if a person is interested in reading, and is given a fishing rod, it is unlikely that he will be very happy. And after such a gift to the employee he or she is unlikely to show any special desire to work well. If this is some kind of a good book or a subscription to the reading room, a person in question will see that the management does care. Consequently, the employee will exhibit a more careful attitude towards the working tasks.

Well, apparently, the combination of the methods where a part of the stimulation fund is allocated for acquisition of gifts/services for the personnel is the best variant. It should be noted that it is necessary to determine the percentage to be distributed money. Perhaps the best option would be to divide it 50/50 between the two kinds of incentives.

For the variant with a combination of monetary and non-monetary incentives, there is a need of information about preferences of each employee, in order to select some gift or favor in order not to give a fishing rod to someone who hates fishing. Such attempt at stimulation may only reduce the motivation, and show that the authorities are not interested in their employees.

Immediately it is necessary to determine the way of collecting information on the preferences of employees. To get started it is possible to conduct a survey among the staff about their preferences, or those of their colleagues. These methods have advantage of ease and disadvantage that someone may just start to hesitate.

In the age of Internet, social networks have occupied an important place in our lives. To stimulate in intangible option it is possible to search for information about the preferences here.

It is necessary to use a page in one of social networks to form a profile of preferences of staff.



**Fig. 1.** Examples of social networks.

An employee may also be registered simultaneously in different social networks such as Odnoklassniki, Mail.ru or My World, VKontakte, Instagram, Twitter, Facebook. HR department may monitor the groups that the user is a part of, reposts, changes in status, and what posts the employee likes, what kind of content he or she posts. This is a very good source to know a worker as a person.

### **Conclusion**

Of course, we should not hold the results as cast into stone and give the employee a book every quarter since it, too, can become boring. It is necessary to introduce some variety and try to give more neutral gifts, for example, a certificate for ordering food or cinema tickets.

At the moment we plan to test this incentive scheme in one of the departments of TPU and compare performance before and after stimulation.

The result is happy and satisfied employees willing to work for the benefit of the company and increase its profits.

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