

WayScience

The background of the cover features a large, abstract, swirling pattern. The colors transition from a light blue on the left to a vibrant pink on the right, with a dark blue/black center. The swirls are thick and glossy, creating a sense of motion and depth.

2nd International Scientific
and Practical Internet Conference

«Progressive Opportunities and
Solutions of Advanced Society»

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ENHANCING PERSONNEL MOTIVATION THROUGH INFORMATION TECHNOLOGY IN MANAGEMENT

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In the modern era, the effective motivation of company personnel is increasingly linked to the integration of information technology in management processes. Traditional motivation methods, such as bonuses, have become less effective in differentiating high-performing employees from beginners. As a result, there is a growing need to explore digital tools and systems that can tailor motivation to individual performance and foster a highly productive workforce.

Motivation remains a core management function and has expanded through IT to include innovative ways to encourage productivity and engagement. While some view motivation as a method to enforce managerial goals, research indicates that a more collaborative approach, supported by digital tools, yields greater employee trust and stronger leadership dynamics.

Digital systems can enhance both material and immaterial motivation types [1, 2]. For example, IT-driven platforms enable automated performance-based rewards, real-time recognition, and detailed performance feedback. At companies like Snack Production, digital tools could streamline salary and bonus tracking, ensuring compliance and enhancing transparency in additional benefits such as travel reimbursements, paid leave, and other compensations.

Intangible motivation also benefits from digitalization. Modern management systems offer virtual training modules, gamified goal-setting platforms, and collaborative digital workspaces that create a supportive team environment. Enhanced communication tools also enable managers to maintain a flexible, responsive workplace that prioritizes well-being and career growth.

An effective IT-based motivation system should be developed to classify work types, set goals, establish regulatory frameworks, and provide feedback loops for continuous improvement. Managers play a crucial role in tailoring digital motivation strategies to suit their teams, leveraging platforms that can adapt to the unique dynamics of each workplace [3].

To strengthen motivation through IT, managers should:

1. Define clear, measurable goals and objectives with accessible tracking tools;

2. Implement IT-based motivation systems;
3. Create regulatory guidelines that support transparent and equitable rewards;
4. Use digital communication to strengthen team structures;
5. Regularly assess and refine IT-based motivation methods in team meetings [4].

Paul Roysh's ten motivation principles align well with an IT-based approach, particularly by leveraging digital tools for recognition, involvement, group identity, and challenges that employees can realistically overcome. By incorporating IT solutions, management can more dynamically support a motivated workforce and foster sustainable organizational growth.

Table. Examples of IT-Based Motivation Tools in Management

Motivation Type	IT-Based Tool/Platform	Description	Example
Material Motivation	Performance Tracking Software	Digital tools for tracking employee performance and linking it to bonuses, incentives, or rewards.	Bonusly: Employees earn points redeemable for rewards based on performance.
	Payroll Management System	Automates salary calculations, tax deductions, and additional benefits to ensure timely and transparent compensation.	Gusto: Streamlines payroll with real-time access to earnings and benefits.
	Employee Reward Platforms	Platforms that allow managers to set reward criteria, track achievements, and provide non-cash incentives such as gift cards or experiences.	Fond: Customizable reward options for meeting targets.
	Expense Reimbursement Software	Facilitates quick reimbursements for travel or other expenses, improving transparency and convenience for remote or traveling employees.	Expensify: Automates travel reimbursements.
Intangible Motivation	Virtual Learning and Development Systems	Provides access to skills-based courses, enabling employees to develop career-relevant skills and competencies.	Udemy for Business: Offers a wide selection of skill-based courses.
	Gamified Task Management	Uses gamification to make tasks engaging, providing points, badges, or leaderboard positions to encourage friendly competition and achievement.	Asana: Gamified task completion to encourage productivity.
	Recognition and Feedback Apps	Platforms where managers and peers can give real-time positive feedback and recognition, boosting morale and engagement.	Kudos: Facilitates peer-to-peer recognition in the workplace.
	Virtual Collaboration Tools	Digital tools that support remote teamwork, create a sense of belonging, and promote collaboration through video, messaging, and project management.	Microsoft Teams: Video calls, chats, and project channels for teamwork.
	Flexible Scheduling Software	Allows employees to set or adjust work hours and track shifts, contributing to work-life balance and job satisfaction.	When I Work: Shift planning and time-off requests.

Each tool in the table enhances motivation by addressing either the tangible rewards or the quality of work experience, helping to sustain both productivity and employee satisfaction.

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