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INFLUENCE OF MODERN ECONOMY TRENDS ON LABOR MOTIVATION

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Abstract: *The article investigates the influence of modern economic trends on the structure of labor motivation based on correlation analysis. The most relevant trends analyzed in the article include a change in the nature of work (part-time) and the spread of information and telecommunication technologies. As an information base data from international longitudinal studies in the field of labor, information and telecommunication technologies in 24 countries are used. The research results show which elements of the structure of labor motivation the trends of the modern economy impact most and which elements are not subject to this influence.*

Keywords: *motivation of labor activity, structure of labor motivation, trends of the modern economy, motivation efficiency*

The article examines the degree of influence of modern economic trends on the structure of labor motivation. To this end, the article discusses the structure of motivation in dynamics. Previous longitudinal studies were conducted among respondents in the USA, Ukraine, and the USSR from 1946 to 2016. During this period, significant changes in the technological, political, geopolitical, and social nature occurred in the economies of those countries. However, the results of these studies do not allow to determine the degree of influence of technological, economic and social factors on changes in the structure of motivation, moreover, in some cases, the structure of motivation remains stable, despite the changes in the country's economy. The most relevant trends in the modern economy that are investigated in the article include the change in the

nature of work (part-time) and the spread of information and telecommunication technologies.

The information base uses data from international longitudinal research in the field of labor, information and telecommunication technologies in 24 countries for 2017. The structure of labor values includes: fair pay, convenient working hours, opportunity to be initiative, long vacation, enough paid time off, achieving something, responsible position.

To determine the influence of modern economic trends on the structure of labor motivation, a correlation analysis of labor values, indicators of the information and telecommunication technologies index, employment structure, GDP per capita, and wage levels was carried out. The research results show which elements of the

structure of labor motivation are influenced most by the trends in the modern economy and which elements are not subject to this influence.

The influence of GDP, the level of wages, the nature of labor, the level of development of information and telecommunication technologies on the structure of labor motivation is proved.

The issue of the root cause of changes in the structure of labor motivation remains debatable. What primarily affects it: does a high level of GDP contribute to technological innovations, changes in the nature of labor and, as a result, to the change in the structure of motivation or is GDP only a consequence of technological and social changes.

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