

## MOTIVATION IN MANAGEMENT ACTIVITY

Sultanova Yulduz Abdusalomovna

A teacher of Jizzakh branch of Kazan Federal University

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***Abstract:** It is known that any type of activity is built on the basis of management, since in order to achieve the goal of this activity, it is necessary to distribute the tasks to be performed, control its implementation, and also achieve efficiency, protect the interests of the participants in this activity, and incentive measures are organized and coordinated in the management process. In this case, the existing system in the economy also affects management.*

***Keywords:** management, motivation, work, applied social psychology.*

Before our independence, the economy was dominated by a system based on administrative-command and central planning. It is known from history that the economic system, which only has the form of ownership of state property and company property, organizes production based on centrally defined plans, strictly controls, and prevents the formation of a class of owners in society, has not justified itself.

The function of management is motivation, encouraging workers to perform their tasks effectively, and the success of the entire company[1].

Motivation has only one power of influence - the formation of reasons. The complexity of management motivation as a management function is that each person has their own deep motivation that needs to be communicated for their successful performance.

**Types of motivational influence:** Employee motivation as a function of management is divided into two categories - economic and non-economic. It is easy to assume that the economy is a monetary reward, a bonus, an increase in the level of wages.

Not an economic motivation, but a complex set of controls. Here the interests, reasons, needs, actions of each person are interconnected. First of all, these are organizational effects that allow the employees of the organization to become part of the team, to participate in the company's activities. In addition, it has a moral and psychological effect. This means that the manager should "play well" on the person's weaknesses, which should satisfy his needs for his good needs [2]. For example:

- praise;
- confirmation;
- acknowledgment of fate;
- or harassment.

Demotivators of any control system:

- inappropriate criticism;
- disproportion of the salary with the tasks performed;
- lack of spillage or inferiority of the employee;
- lack of job duties, company goals.

In addition, motivation as the main function of management can be classified according to individual needs [3]:

- status motivation;
- labor;

□ Status motivation is based on a person's recognition, respect in the team, leadership, role model. Motivation for work is a desire for self-expression, motivation for money is a person's desire for well-being.

Of course, each employee has all the components of such an idea. However, the wisdom of the leader must be more than that, and always be able to look at the various arms of the worker's spirit. It emphasizes a number of modern, scientifically based opinions about the basic competencies of the manager. That is why, when it comes to the eligibility criteria of the applicant for the position, the issue of determining or learning the following basic competencies specific to a manager is a daily problem for experts: is to have. Methodical competence is the ability of the manager to quickly, correctly and understandably (operatively) convey what he knows, personal skills and abilities, information about various projects and assignments to employees. Social psychological competence is a person's literacy in terms of socio-psychological phenomena and rules of behavior, knowledge of others, correct perception, understanding of language and organizing mutual cooperation on this basis. The authors of the book "Applied social psychology" (1998) distinguish 3 main components of social-psychological competence: (a) communicative competence; (b) perceptual competence; (v) interactive competence. If we carefully look at this system, we can see that it originates from G. Andreevazh's theoretical views on three-system communication (communicative, perceptive and interactive) [4]. In any case, this approach is characterized by the fact that it covers the main areas of the well-known multifaceted communication process in psychology.

### **Conclusion**

In conclusion, motivation plays a crucial role in management activities and has a significant impact on the overall success of an organization. Motivated employees are more likely to be engaged, productive, and committed to achieving the organization's goals. Effective management practices that focus on fostering motivation can lead to higher levels of employee satisfaction, increased productivity, and improved organizational performance. To cultivate motivation in management activities, it is essential to understand the needs and desires of employees, provide meaningful and challenging work assignments, offer recognition and rewards for achievements, and create a positive work environment that values teamwork and open communication. Additionally, managers should strive to align individual goals with organizational objectives, provide opportunities for professional growth and development, and establish clear expectations and performance standards. By effectively motivating employees, managers can create a culture of high performance and employee engagement, resulting in improved job satisfaction and retention rates.

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