

**THE ROLE OF STIMULATING OF INNOVATIVE LABOR
OF PERSONNEL IN THE DEVELOPMENT OF THE LOGISTICS SYSTEM**

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The essence of innovative labor, the criteria for evaluating innovative labor of logistics are defined in the article, the definition of notion of "encouraging innovative labor of personnel in the logistics system" is given in the article, the methods for encouraging innovative labor of logistics are reviewed.

Labor of innovators (or innovative labor [1, p. 120]) is a feature of the effective implementation of all logistics operations. The staff must be motivated for efficient realization of logistic operations and flow management, and staff payment must be built on the using of effective forms and methods to stimulate labor of logistics and other professionals who solve the problems of managing flows and resources in the logistics chain to introduce innovations at all stages: from purchase to sale of goods [2, p. 69].

The term "innovative labor" describes the system of socio-economic relations, concerning to the effective using of production and creative abilities of workers, the formation of their common interest in the development of the innovative potential of enterprises, the practical implementation of the innovative development of the production strategy [3, p. 4].

We can assume that innovative labor is a combination of intellectual and professional properties of a specific product of the labor force, which characterizes the difference from its other qualitative characteristics, depending on the specific field of knowledge and labor activity. The final result of innovation labor is a new product or service.

Innovative labor of staff can be considered a creative work activity, which is aimed at using the results of research and development of new ideas for distributing and updating the nomenclature, improving the quality of products (goods, services), improving the technology of their production with the subsequent introduction into production for the effective implementation of internal and external foreign markets. The strengthening of innovative, innovative activities of workers, the willingness of workers to change, their awareness of their involvement in the innovation process depends on their motivation to engage in innovative work.

The basis for evaluating and stimulating labor of logistics innovators and other professionals who solve the tasks of managing flows and resources in the logistics chain should be based on a compensation system that takes into account the criteria that determine the level of innovative potential of employees and their ability to introduce technological, organizational and marketing innovations at all stages of the logistics chain. Such criteria should be: the number of implemented innovation projects for the development of the logistics system; Information systems used to optimize the logistics concept by stages of the logistics chain; used information technologies aimed at streamlining material and financial flows; implemented technological innovations in the process of transportation, storage and delivery of cargo (including loading and unloading operations); organizational innovations aimed at optimizing the parameters of logistics business processes; innovations aimed at optimizing costs in the logistics system and others, in accordance with the functional responsibilities of staff positions.

Among the latest scientific researches which represent certain interest for solving this problem, the following can be singled out: the scientific researches of such scientists as A.A. Kizimand O.A. Sivushkina [4] are devoted to the development of logistics systems on innovative basis; some aspects of the role of personnel in the development of logistics systems are considered by such scientists as O.V. Dodonov [5] and I.E. Elova [6]; some aspects of stimulation of logistic labor are investigated by S. B. Rachkova [7].

Considering the role of labor incentive in the development of any economic system, including logistics, it becomes obvious that this economic category is a tool for regulating social and economic processes both at the local level (in the personnel management system) and at the national level (in the system of regulating social and labor relations in the national economy).

The substantiation of the role of labor stimulation at all levels of the national economy is confirmed by the significance of this economic category and its influence on the processes occurring in the socio-economic systems of any level – from the enterprise to the national economy as a whole. Summarizing the points of view of scientists, we clarified and characterized the role of stimulating innovative labor in the following way: labor stimulation

should ensure the common interests of all participants in the labor process and the set of benefits which are necessary for an employee for reproduction efforts in the labor process and for satisfaction of needs.

In the context of the logistics system, this is achieved by improving the efficiency (quality, quantity and results) of labor by improving the management of labor processes at each stage of the logistics chain - from purchasing to selling goods, rationalizing the use of working time at each stage of this chain, strengthening labor discipline at each workplace, reasonable formation and distribution of funds for labor remuneration (their optimization) of employees of each of the subsystems of the logistics system, that allows you to: accomplish the tasks facing the logistics system, increase its productivity, improve the quality of products, work performed and services provided, ensure a balance between pay and productivity and, in the end, achieve the required level of competitiveness and the possibility of successful development of logistics system.

The following definition is given by us: "Stimulation of the innovative labor of the personnel of the logistics system is the process of managing the employee's behavior and consciousness in each of the basic subsystems of the logistics system using methods of influencing his psychology to mobilize the internal potential to work at each stage of the logistics chain - from purchasing to the sale of goods, which provides the development of motivation for effective work, ensuring the achievement of the goal of developing a logistics system simultaneously with the growth of welfare of its staff".

Stimulation of staff to introduce innovations in the logistics system can be viewed in two important ways: as methods and tools of state regulation of the process of stimulation- stimulation at the state level; as a process of stimulating innovation in the enterprise (local level).

Stimulating methods of government regulation of innovation activity are direct and indirect means of influence of government on the behavior of economic entities and other innovation entities of innovation activity in order to increase their interest in creating, developing and disseminating innovations and introducing on this basis innovative models of countries. These can be either normative acts or other directive acts that regulate certain aspects of innovation activity, as well as government programs and strategies.

At the local level, stimulation of personnel is based on motivating staff to introduce innovations in the logistics system.

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