

## **Personnel Motivation Management in the Fashion Industry: The Example of ZARA\***

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### **Abstract**

The problem of managing the motivation of the personnel of enterprises is one of the most important problems of modern management, is relevant and requires systematic consideration. Motivation is the most important function of management, the successful implementation of which ensures the achievement of the organization's goals. Due to the inability to qualitatively and rationally carry out this process, due to the lack of a mechanism for its implementation, most international companies suffer. Successful companies invest heavily in workforce development, viewing it not as a cost, but as an enterprise asset. Over time, the capital invested in a person increases, and does not decrease, as the capital invested in the means of production. It is human capital that ensures the competitiveness and economic growth of the company. Human resource management includes many components. Among them: personnel policy, relationships in the team, socio-psychological aspects of management, customer service in the company.

The activity of any company depends on how well the staff performs their work duties. Employees' interest in good work results is the key to successful business development. Motivating staff to perform their duties not only in full, but also by making additional efforts is one of the tasks of quality management. Methods of positive stimulation to increase the effectiveness of motivation are introduced into the company to achieve success. This allows you to allocate resources more efficiently and stimulate the activities of employees who can bring the greatest benefit.

**Keywords:** personnel motivation, motivation management, personnel management methods.