POSSIBILITIES FOR THE APPLICATION OF MOTIVATION MECHANISMS IN BULGARIAN CONSTRUCTION ENTERPRISES

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Abstract

In the article there are considered some issues, connected with the motivation of workers and employees in construction enterprises in Republic of Bulgaria. There is made an overview of bibliographical sources in order to clarify the nature of motivation and the principles, on the basis of which – according to the author – there must be built the motivation mechanisms in enterprises.

There is carried out a brief analysis of the situation in the construction industry during the past few years and the factors affecting the use of motivation influences. There is put forward a list of corporate and personal motivators, suitable for application in construction enterprises.