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[4].

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**Baranov Vitaly Vyacheslavovich**, candidate of economic sciences, associate professor. Kirovogradskiy national technical university. **Application of immaterial methods of stimulation of labour is in the conditions of industrial enterprise.** The modern state of nonmaterial stimulation of labour is studied on industrial enterprises, difficulties of introduction of methods of nonmaterial stimulation of personnel are certain. The necessity of increase of meaningfulness of not money stimuli is well-proven for the motivational mechanism of forcing to highly effective labour. The modern state of non-material stimulation of labour is studied on industrial enterprises, difficulties of introduction of methods of non-material stimulation of personnel are certain. The necessity of increase of meaningfulness of not money stimuli is well-proven for the motivational mechanism of forcing to highly effective labour.

**Keywords:** stimulation of labour, non-material stimulation, motivational factor, neomaterialistic orientation, humanizing of labour, module system of indemnifications spare time.

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