

**Название публикации:**

REGIONAL PECULIARITIES OF MANAGEMENT AND MOTIVATION OF PERSONNEL ON THE EXAMPLE OF MAGADAN CITY

**Авторы:**

Shklyar Tatiana [ 1,2 ]

[ 1 ] Plekhanov Russian Univ Econ, Econ Sci, Moscow, Russia

[ 2 ] Plekhanov Russian Univ Econ, Advertising Publ Relat & Design, Moscow, Russia

**Сведения об издании:**

TURKISH ONLINE JOURNAL OF DESIGN ART AND COMMUNICATION

Том: 8 Стр.: 368-381

DOI: 10.7456/1080MSE/144

Опубликовано: MAR 2018

Тип документа: Article

**Аннотация:**

The earth's population keeps growing. Denser cities are filled with inhabitants. However, in the study of the Magadan region is possible to observe the opposite picture. The outflow of the population due to harsh climate and remoteness of the region from the Central regions of Russia to impose certain restrictions on the use of standard methods of management and motivation. There is a need to analyze the application of the standard Toolkit, its deformation under the needs of the region, which is described in this article. The author aims to consider the peculiarities of application of methods of personnel administration in Magadan. Special attention was paid to the motivations, values and priorities among employees, formed in the region. The article introduces concepts such as the syndrome of delayed life, the altruistic deformation of the personality, a conflict of obligation, internal reference, etc., and analyzes their impact on management. The author has used the results of the research obtained through: personal interview; projective techniques such as metaphorical maps, test Machover K. "the human figure", psihosomaticeskoy test Dallinger S., the Association with color, as well as, the definition of value orientations on Rakitu M. Considered three areas of management practices: economic, socio-psychological and administrative law. In each direction allocated to the main tools, and proposes a use with the features of the region. As a result, it was proposed to introduce a system of rating employees, which allows to neutralize the distinctive psychological traits of personnel. The obtained results can be used by executives in the Magadan region in the private and public sector.

**Ключевые слова:**

regional peculiarities; management; Magadan city