

**Tretiak Yu.**  
**National Technical University of Ukraine**  
**“Kiev Polytechnic Institute”**

## **EFFECT OF INTERNAL MARKETING ON LABOR PRODUCTIVITY AT THE ENTERPRISE**

In a market economy the proper organization of labor and wages should ensure the reproduction of labor, the formation of motives and incentives to work, improving quality and productivity.

Effective performance of any enterprise is provided by a number of factors, including qualified personnel, labor and payment. Employees are the most valuable and important part of productive forces in the enterprise. The more the employee is qualified, the outweighs its work and the greater the performance of his work. An essential condition for the development of production is the growth of labor productivity [1].

Productivity is a cost effectiveness of a particular work, which is determined by the number of products produced per time. During production, the specific function of living labor is the creation of new value, and the transfer of work, materialized in the material elements of production, the created product. So, we can say that productivity is a reflection of the effectiveness of live, and total (living and materialized) work. To support high productivity in large companies use internal marketing [2].

Internal marketing is a special philosophy of the company. Internal marketing is aimed at the systematic optimization of the processes taking place within the company, methods of personnel management and marketing. Internal marketing implies that the relationship between the company and its employees are based on the same type as the relationship of the company and its customers: the company offers a “product” is a concrete post implies certain responsibilities and rights, and employee “gets” this product paying him his employment [3].

Internal marketing includes a variety of ways to motivate employees by the general managers of the company, which in turn can provide high performance. Mostly internal marketing is used to improve the uniqueness and creative part of employee’s work.

Internal marketing enables you to learn about the needs of the employees the same opening up opportunities for improving the corporate policy of the company.

Well organized activities of employees provide high profit results. Creative solutions ensure the uniqueness of the product, introduce some innovation, and as a result, gain new competitive advantages.

So, the effect of internal marketing on productivity enables the company to increase output by more efficient use of production capacity, and reduce labor costs by intensifying production. These factors directly affect the increase in fee income, which is one of the key objectives of the company.

## References:

1. Савицький Г. Економічний аналіз діяльності підприємства: Навчальний посібник 2-ге видання, виправлене і доповнене / Г. Савицький – К. : Знання, 2005 – 637 с.
2. Продуктивність та ефективність праці [Електронний ресурс]/ Ілляш О.І. //Економіка праці та соціально-трудова відносини – К.: - 2010 – Режим доступу: [http://pidruchniki.ws/16850303/ekonomika/produktivnist\\_efektivnist\\_pratsi](http://pidruchniki.ws/16850303/ekonomika/produktivnist_efektivnist_pratsi)
3. Internal Marketing: The Way of Delivering Better Service [Електронний ресурс]/ Shiful Alam // The marketing concept – Режим доступу: <http://themarketingconcepts.blogspot.com/2013/01/internal-marketing.html>