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EFFICIENCY OF STAFF INCENTIVES IN EDUCATIONAL ORGANIZATIONS

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Group has been involved in the study of 100% part of the staff of the Suan Sunandha Rajabhat University (SSRU) which is dominated by young employees under the age of 40 years. The young employees make up more than half the staff (77,35%) and they fulfill the basic functions related to planning and operational work where great overload is due with time and emotions. The staff has a high educational level - 91% of the employees with higher education and 50% of students-workers SSRU with an overall average length of service for about 7,3 years. During the study employees were offered profile "Motivational profile". The main apprehension at the next organizational-staff activities which were carried out in the spring of 2016, it was the fear of being fired. Based on the identified predominance of professional motivational profile (28%) and a high degree of dissatisfaction with wages (68.25%) prompted a monetary incentive scheme optimized structure with careful use of resources for fear of being fired. In general, the article identifies the most effective methods of stimulation and offers some measures to improve the efficiency of use of labor potential of the personnel of the organization.

Key-words: efficiency, the staff, stimulation, satisfaction

Introduction

Socio-economic crisis that gripped the world civilization requires managers at various levels of innovative solutions in the field of production management, human resource management. It is necessary to offer new, innovative solutions to improve the efficiency of organization's activities.

Human factors influence on the socio-economic development of the states, the nature of the activities, the effectiveness and competitiveness of organizations, large companies increasingly. It is being developed for the creation and application of technologies for the identification of human potential, its development and use in the production of goods and services, also for the sale of the labor market. (Baklanov, 2006).

Literature review

Looking for the ways to solve the problems were occurred against the background of deep study of modern approaches to improve motivation and stimulation system. We were taken into account and the earlier achievements of major foreign and domestic scholars and practitioners. Among them McClelland D. C., Vroom V. N., Raynor J. O., Atkinson J. W., Maehr M. L., Kuhl J., Yadov V.A., Petrovsky A.V., Kovalyov V.I., Aseev V.G. et al. Kibanov, et al. (2015) believe that the process that takes place through the use of appropriate and achievable incentives for employees, and the actual motives that were powered by these incentives and the motivation. Ponomarev (2013) is offering employee motivation to consider how the process of inter-related needs, and action because it does not occur at the same time, and is set during the time. Useful and adaptive model of perfection of the system of motivation and stimulation through motivational profiles offered Gerchikov (2012). Certain aspects of motivation in the framework of cooperation between the state, communities and the company, as well as appearing at the same time the risks were considered in Voltchkova and Rasskazov (2009), Rasskazov (2012). There is also a special ruling, spread their influence, above all, a particular institution - SSRU: under the system of motivation and stimulation staff of SSRU now understand as a set of mutually dependent elements aimed at improving the efficiency of the university. Its purpose is been to fully use the potential of the human and labor personnel in order to enhance the competitiveness of the university Bakhtina and Vinichenko (2016).

Methodology

Scientific methods were applied complexly to identify the nature of the views on the system of motivation and stimulation of administrative personnel Centralized dean's office of the university, research and experimental activities on the basis of comparison of the methods of comparison, the content analysis, visual and systems analysis.

Visual and systematic analysis of data made it possible to spread the study group into parts and to identify the nature of the views of the individual employees and managers on the system of motivation and stimulation of administrative personnel Centralized dean's office during the entire study period, and synthesis made it possible to combine them into a coherent whole.

Sociological methods (observation, questionnaires: interviewing, questionnaires) were used to identify relationships to social phenomena associated with the problem of improving the system of motivation and incentives for staff based on social status, education, age and gender differences between respondents. Statistical methods were used to analyze the data in order to justify the reasoned conclusions on the rise and address the problem of improving the system of motivation and stimulation of administrative personnel Centralized dean's office of the university. Staff appropriately qualified experts, experts in the field of motivation and incentives for staff were involved for monitoring and evaluation activities in the course of the study. 100% of the staff of the Centralized deanery (23 respondents) were included to the composition of the study group. Method of questioning was used in order to assess the structure and nature of the motivation of central deanery staff. In the study, employees were offered: profile "Motivational profile" of Gerchikov V.I. to identify the prevailing types of motivational personnel Centralized SSRU dean's office and the definition

of acceptable forms of stimulation for them, as well as test of Batarshhev (2002) "Integral job satisfaction", which allows to evaluate not only job satisfaction but also its components, such as the assessment of interest in work, satisfaction with relations with management, socio-psychological climate in the collective satisfaction of working conditions.

To improve the efficiency of staff considered achievement motivation, which was determined by the method Gordeeva (2002) as motivation, aimed at the best possible performance of any activity aimed at the achievement of a result to which the success criterion can be applied.

Conclusions

All the staff to create a centralized RSSU deanery was involved for the study. Analysis of the age structure shows that it is dominated by young employees under the age of 30 years. They make up more than half the staff (61%) and fulfill the basic functions related to planning and operational work, where great overload is due with time and emotions. At this stage the work is mainly university students, having a large charge of energy, desire and creativity. The work in the dean's office is a very attractive and promising for them. The number of employees age group older than 40 years is 21.74%. The difference between workers age group up to 30 years age group 30-40 years is quite significant - 60.9% and 17.39%, respectively. Skill mix of the investigated structural unit SSRU is asymmetric in nature with a shift in focus on employees with higher education (52.18%) on the one hand, and 26.09% of students-workers RSSU, on the other hand. 21.73% have secondary, vocational secondary or incomplete higher education, which confirms the high educational level of the staff of the Centralized dean.

The average length of service of employees is about 9 years old, but directly within the University is 4.5 years. The ratio of total length to the length of service at the University is of 69.6 %.

Results of the study allowed for a distribution table for the ranks of typical motivational types of deanery staff.

Table I - Motivational profile of employees

Motivational profile	Class motivate	% of total	Rank
1. Instrumental	reach	39.13	1
2. Master	reach	26.09	2
3. Professional	reach	17.39	3
4. Patriotic	reach	13.04	4
5 Underclass	avoid	4.35	5

The main types of motivational tool steel among employees (39.13%) and master's (26.09%), which was not quite typical for this category. Research carried out during the previous five years on the same structural units, in the first two places in rank attributed instrumental and professional.

Based on the data obtained in the study methodic by Batarshev, a TABLE II.

Table II - Factors not employee satisfaction with work

Factors	% of respondents	Rank
1. Low salaries	69.6	1
2. Do not be successful in the profession	34,8	2
3. Official position does not match the capabilities	17.39	3
4. Do not observe the growth in the service position	13.04	4

Dissatisfaction was expressed with wages prevails over other negative factors, doubled ahead of the closest - not success. Three other factors indicate a low degree of realization of the labor potential of employees Centralized dean. Most strongly employees Centralized dean's office are afraid to be fired at the next organizational-staff activities carried out in the spring of 2016. It expressed the 91.35% of the staff of the Centralized dean. At the same time, 17.39% expressed the view that the reduction (dismissal), will be reviewed further development plan (training), including, including work in the SSRU. From the survey results, we can conclude that the prevalence of instrumental motivation among employees Centralized Profile deanery SSRU isn't job satisfaction, along with a significant prevalence of factors such as low wages, it allows you to focus on improving the management of monetary stimulus is optimization of the wage system. In addition, The stability of employment is important for the staff. Comparative analysis of the importance of values and wages fall under the reduction in the organizational and staff measures showed the predominance of maintaining stability in work (82.6%). However, you need to very carefully using this factor, bearing in mind that it is a limited resource, and ultimately may give negative effect. A large percentage of employees with masters, professional and patriotic types of motivation suggests that it is possible without significant financial costs to increase the efficiency of the staff of dean's office through centralized social security: a more systematic career management, empowerment, involvement and greater involvement in corporate culture.

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MACROECONOMIC FACTORS OF REAL ESTATE AND PROPERTY COMPANIES PRICES (THE CASE OF INDONESIA)

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This research essentially aims to examine macroeconomic factors including: interest rate, inflation rate, exchange rate and GDP growth rate have positive influence on stock price and how significant the influence is. The researcher put more focus on real estate and property companies which are listed in Indonesia Stock Exchange with consideration the stock price of real estate and property companies listed in IDX is the most volatile stock during those year and its market capitalization was the largest during 2012. This study found that all interest rate, inflation rate, exchange rate and GDP growth rate as a composite variable have significant influence towards stock price. As the result of partial test revealed that interest rate, inflation rate and exchange rate have significance towards stock price while GDP growth rate is found to be insignificant.

Key-words: macroeconomic factors, stock price, real estate and property companies

Introduction

The instability of Indonesian's monetary condition which is reflected by interest rate, inflation rate, exchange rate and GDP growth rate has caused economic chaos in Indonesia during 2013. The instability of monetary situation has caused instability movement and fluctuation in all sectors in Indonesia capital market (Macroeconomic Dashboard, 2013). The capital market is one of the most important factors in the development of the Indonesian economy and it is used by many companies as a medium to absorb investment. In general terms, investment means the use of money in the hope of earning more money (Investor Words, 2013). This is related to the role of capital markets which performed two functions, as a means for companies (issuers) to obtain funds from public investors and as a