

Management of Innovations in the Context of Overcoming Destructive Work Motivation and Anomie

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Abstract : This paper explores the phenomenon of management of innovations from the standpoint of work motivation. The main purpose of the theoretical research is to reveal the role of management of innovations to overcome the destructive work motivation and anomie. Systematization of the theoretical approaches and the literary sources indicates connections between destructive forms of work motivation and anomie. These connections allow an understanding of the role of innovations dedicated to decrease the motivational destructiveness of the employees. It is important to note that, in general, the presence of destructive motivation among employees can lead to work anomie. At the same time, issues related to the influence of destructive motivation on innovative processes in the management of an organization are not sufficiently studied. Exploring the factors leading to destructive work motivation and anomie manages toolkit and innovative ways of solution of the motivational destructiveness. The relevance of this scientific issue is that motivational destructiveness and work anomie are widespread phenomena in modern society. It means that previous forms of management become unusable and the way to introduce the innovations seems unclear for the employees. Investigation of the phenomenon of management of innovations is carried out in the following logical sequence: firstly, the issues of destructive work motivation and leadership are considered, and then the key points of work anomie are presented. Finally, there are explored the modern trends in the management of innovations aimed at overcoming motivational destructiveness and work anomie. The issue of management of innovations is explored by two levels: external-social and internal-organizational levels. Considering the phenomenon of management of innovations, the motivational role of the innovations is emphasized. The object of the research is the phenomenon of management of innovations in the context of overcoming motivational and anomic destructiveness. The paper presents the results of the theoretical analysis of the main factors of destructive motivation and work anomie among employees: an excessive dependence of employees on the manager, ignorance of one's own work functions or unreasonable change by the manager, prevalence of formalism in assessing work comparing with the content and quality of work, lack of adaptive interaction among employees and low self-esteem of work activity. The paper theoretically proves that unclearly formulated innovative strategies for the development of the organization, lack of feedback from the manager to employees regarding the discussion of innovative technologies, non-compliance of working conditions with declared norms and standards, and formalism in management of innovations lead to destructiveness in a management system. The results of the research can be useful for managers, sociologists, economists, and psychologists.

Keywords : management of innovations, destructive motivation, work anomie, leadership, workaholism

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