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**MOTIVATION OF WORK IN THE HERITAGE
OF M. TUHAN-BARANOVSKYI, ITS MODERN DEVELOPMENT
AND PRACTICAL APPLICATION**

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***Research methodology.*** *The methodology is the theoretical generalization of the main ideas of M. Tuhan-Baranovskyi’s theory, their development in his present-day followers’ works as well as these ideas applying in the industry.*

***Results.*** *The evolution of M. Tuhan-Baranovskyi’s theory of motivation for possi­bi­lities of its applying in the modern production has been researched.*

***Novelty.*** *The primacy of using the concepts “need – stimulus” in M.Tuhan-Baranovskyi’s theory was manifested. The adaptation of GMP (great management principle) to real conditions of industrial enterprises activity has been proposed.*

***Practical significance.*** *The practical propositions for using the motivation at printing enterprises have been made.*