

Assessment of the motivation level of Nizhny Novgorod and Nizhny Novgorod region volunteers

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Volunteer organizations play an essential role in the social and economic life of the country, providing services in those areas where the state "does not cope" to a full extent. The trend of increasing the role of the non-profit sector in solving socially significant problems is typical of most developed countries of the world.¹ However in Russia, in conditions of high uncertainty in the economic and social sphere, the role of volunteering increases many times. Nevertheless, right now Russian non-profit organizations experience financial difficulties associated with a reduction in funding and donations.²

In the current conditions, in order to increase the work efficiency, volunteer organizations should apply modern methods of human resource management. Such methods are based on understanding of the motives that guide volunteers, as well as the reasons for the reluctance of the population to participate in volunteer activities. The study of motivation will make it possible to actively involve the population in volunteering, as well as improve the quality of management of a non-profit organization and create a favorable working environment.

The purpose of the study is to analyze the motivation of Nizhny Novgorod and Nizhny Novgorod region residents engaged in volunteer activities on a permanent basis or occasionally, to assess their satisfaction with this activity, as well as to identify and analyze the reasons for refusing to participate in volunteer work.

¹ Edelman Trust Barometer. URL: https://www.edelman.com/sites/g/files/aatuss191/files/2022-01/2022%20Edelman%20Trust%20Barometer%20Global%20Report_Final.pdf

² Social Information Agency URL: <https://www.asi.org.ru/news/2022/04/29/iz-za-sokrashheniya-chastnyh-pozhertvovaniy-u-53-nko-umenshilsya-obem-finansirovaniya/>

Empirical base of the study: residents of Nizhny Novgorod and the Nizhny Novgorod region, accounting for 511 people. Of these, 220 people are volunteers involved in volunteer activities on a permanent basis or from time to time, the rest 291 people being residents of the city and region who have no experience of volunteer work.

Methodological basis of the study: approaches to the analysis of the motivation of volunteer activity, found in the studies of Russian and foreign scientists: Mersyanova I., YAKobson L., Nezhina T., Biderman K., Morrow-Howell, N., Mui, A. C., Clary E.G., Snyder M. Cnaan, R. A., Meijs, L., Brudney, J. L., Hersberger-Langloh, S., Okada, A., Abu-Rumman, S.

To achieve the objectives set in the study, a survey was conducted among residents of Nizhny Novgorod and the Nizhny Novgorod region. The questionnaire used the classification of motives for volunteering, outlined in the work of E.G. Clark and M. Snyder.³ The survey was conducted taking into account such parameters as the age of respondents, place of residence, the nature of involvement in volunteer activities, etc.

Results of the study.

The study revealed that each of the reviewed categories of volunteers needs a separate approach, taking into account different motivation of their participants. Thus, while young people are mainly interested in self-development and acquiring new skills, the generation of "accomplished" people is more often motivated by the desire to help those in need or solve a socially significant problem. Meanwhile, working with occasional and older volunteers requires special attention, since the level of motivation among these categories of respondents is lower, as well as their job satisfaction.

The study concludes that the potential for further development of the volunteer movement is quite high both in Nizhny Novgorod and in small towns of

³ Clary E.G., Snyder M. (1999). The motivations to volunteer: Theoretical and practical considerations, *Current Directions in Psychological Science*, 8(5), 156-159.

Nizhny Novgorod region. At the same time, there is a tendency of decreased motivation and interest in volunteer work as the population "matures". Despite high activity of young people, it is more difficult to retain them in the volunteer movement. We see a great potential in the older generation of volunteers, who do not only have experience and motivation, but also possess a very important resource - free time. Development of specific formats and mechanisms to involve the population in volunteer work will require additional research and expert work.

Practical significance.

The study was commissioned by the regional public organization "Nizhny Novgorod Volunteer Service". The research goals were set taking into account the management tasks facing executives of the customer organization.