

Застосунки, що створюються на основі Rad Studio використовують мову програмування Delphi та C++. Delphi – це об'єктно орієнтована мова програмування. Код написаний на Delphi при компіляції студія переводить у нативний код для кожної із цих платформ. В результаті буде отримано додаток для кожної з платформ на основі створеного коду.

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## **SIGNIFICANCE OF PERSONNEL MARKETING DEVELOPMENT FOR ENTERPRISES**

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At present, the marketing ideology in the vast majority of studies is focused on consumers and describes the key features of the organization of market interaction within the sales markets for the types of products and services produced by the enterprise. The personnel of the enterprise is traditionally considered as a specific resource necessary for the implementation of entrepreneurial activities. However, the analysis of the activities and development of corporate structures - the leaders of the

world innovative development clearly indicates the need to intensify the marketing activities of modern enterprises in the direction of all elements that form the structure of the marketing environment of a business entity in order to search (if necessary, create) and further intensify internal marketing reserves to increase their efficiency. functioning. There is no holistic methodology necessary for the full implementation of the concept of interaction marketing in relation to the personnel of the enterprise; the current methodological approaches in this area focus on the role of the personnel of the enterprise as a buyer of the company's services to release their own labor potential.

In real economic reality, under the influence of marketing management tools, the best employees of enterprises and organizations become in one form or another partners of the enterprises they work for, which provides a systemic increase in loyalty, involvement, and, as a result, labor productivity and interest in the final results of the enterprise, as well as a number of additional economic effects. The implementation of the marketing concept of management in relation to the personnel of the enterprise is a significant intensive reserve for increasing the efficiency of the enterprise and its competitiveness, however, it requires the systematic use of all marketing tools of intraorganizational marketing and its constant updating.

At the same time, the introduction of the marketing concept of management in relation to the personnel of the enterprise at modern enterprises is largely limited by an insufficiently clear definition and understanding of the nature and role of personnel marketing in the corporate management system, the lack of a comprehensive description of the marketing capabilities of the enterprise-employer in relation to the subjects of the internal labor market in the marketing system personnel, insufficient level of classification of information and marketing needs of labor market subjects. The system of specialized marketing research of the social and labor space of an enterprise, which provides the possibility of using marketing information by its subjects, needs to be qualitatively developed, the methodological approach needs to be improved in terms of characterizing the main methods for obtaining and analyzing marketing information of the internal labor market.

The characteristic of the main methods for obtaining and analyzing marketing information of the internal labor market takes into account the need to adapt universal

methods of marketing research to the specifics and content of information tasks in the social and labor space of an enterprise, covers the information interests of the main groups of subjects of market interaction in the resource market in question, and greatly expands existing views on the composition and structure of marketing research methods of market activity in relation to the domestic labor market. It includes the need to analyze such marketing research methods as data analysis of the corporate personnel management system and its marketing subsystem; monitoring of marketing personnel of competitors; statistical multivariate analysis of the dynamics, factors and trends of the internal labor market; surveys: employers and their representatives, employees, applicants, experts; statistical and content analysis of recruiting resources on the Internet; panels: employers, employees, applicants; observation and transactional analysis of competition in the domestic labor market; quantitative assessment and factor analysis of the competitiveness of certain categories of applicants in the domestic labor market; experiments on employment of certain categories of personnel; study of the employment process using the "mystery shopping" method; content analysis of the activities of trade unions, employers' associations, government bodies represented on the domestic labor market; benchmarking studies of the competitiveness of certain categories of applicants.

## **MARKETING APPROACH IN PERSONNEL MANAGEMENT**

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The marketing approach in personnel management is a relatively new concept; in world practice, the use of marketing in human resource management has begun to end. twentieth century. In Ukrainian practice, the use of marketing in personnel management has not yet received proper distribution. Very few organizations use personnel marketing in solving the problems of personnel services. It should be noted that even in these individual cases, marketing functions are often replaced by staffing planning and limited advertising campaigns. At the same time, the determination of the need for personnel and its coverage, in most cases, are a reaction to a vacancy that has arisen, and are not aimed at working in the long term. This situation is typical not only for