

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

Tetiana Obydiennova, Svitlana Malik

Ukrainian Engineering and Pedagogical Academy

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

Ukrainian, but also for many foreign organizations. The fundamental task of the marketing approach in personnel management is to provide the organization with human resources with the optimal ratio of quantitative and qualitative characteristics at the lowest price and retain this personnel by creating a high attractive image of the organization as an employer. This task does not find an effective solution, since the methodological and organizational foundations of the personnel management process using the marketing approach at the level of employing organizations have not been fully developed at the moment. Very few modern authors in their scientific research touch upon the problems of labor force marketing at the regional and national levels; at the micro level, the issues of applying marketing in personnel management are considered even less often. The development of a marketing approach to personnel management at the level of organizations, which would include the formulation of goals, objectives, place in personnel policy, organizational structure, issues of interaction with other subjects of the labor market - is clearly insufficiently reflected in the studies of modern authors. The strategic aspect of personnel management and personnel-image of organizations is currently coming to the fore.

Organizations operating in various markets are increasing the requirements for the qualitative characteristics of personnel and for analyzing their level, as well as for comparing competitive advantages based on various kinds of communications, due to the professionalization of almost all production functions, including the task of covering personnel needs. The intensity of the actions taken is influenced by the economic situation of the organization and the operational need for personnel. The marketing approach in personnel management is designed to solve these problems in a slightly different way. It implies a focus on long-term prospects in regulating the attractiveness of the organization among potential employees. The marketing approach in personnel management in the study is understood as a type of activity aimed at meeting the needs of the parties in the course of their labor relations through an equivalent exchange in various forms. In business practice, the marketing approach is divided into strategic and tactical aspects. Strategic aspects cover goal setting for a marketing approach in personnel management, segmentation of the labor market, selection of target groups and

positioning of the organization in the labor market. The tactical aspect includes certain grouped private functions of the marketing approach.

The process of positioning and creating the image of the organization in the labor market should be targeted and carried out gradually. The development of a marketing approach in personnel management will provide the organization with competitive personnel, in the required quantity and at minimum prices, and retain this personnel.

STRATEGIC PERSONNEL MANAGEMENT AS THE BASIS OF ENTERPRISE COMPETITIVENESS

Tetiana Obydiennova, Olena Zaitseva

Ukrainian Engineering and Pedagogical Academy

The new role of the human in manufacturing and the rapid changes in the economy, organizational culture and technology have redefined issues such as careful selection, training, remuneration and rational use of personnel. The solution of these problems within the framework of traditional work with personnel turned out to be impossible. It was necessary to include this work as an equal component in the process of strategic management. Personnel management in modern conditions should become an integral part of the process of planning and implementing the strategy. Today, the strategic goals of an organization can only be realized by personnel that meet both the qualification requirements dictated by a particular strategy and the motivational requirements necessary to move into a new, changing business environment. In this sense, strategic planning processes can only be successfully developed by taking into account the consequences of the chosen strategy for the personnel. To do this, the strategy of the organization must be known to its employees, developed with the widest possible involvement of employees, since only in this case the staff will support the initiatives of the management and ensure the implementation of the strategic goals of the organization. The emergence of modern models of business organization and their implementation in domestic and foreign organizations require a rethinking of scientific views on both the corporate strategy and the strategy of personnel management, necessitate the formation of new approaches to the development of a strategy and the creation of new concepts of strategic personnel management in the context of the