

development in a market environment.. Thus, at present, theoretically substantiated approaches are needed to create a methodology for developing a company's personnel management strategy in the context of process management of an organization.

## **EFFECTIVE PERSONNEL MANAGEMENT OF ORGANIZATIONS AS AN IMPORTANT FACTOR IN THE COMPETITIVENESS OF ENTERPRISES**

Tetiana Obydiennova, Iryna Yevtushenko

Ukrainian Engineering and Pedagogical Academy

One of the most important problems at the current stage of economic development is competent personnel management of organizations, since the effectiveness of this management is the most important factor in the competitiveness of enterprises and the achievement of economic success.

In the conditions of the development of market relations, special importance is attached to raising the level of work with personnel, putting it on a solid scientific foundation, using the best domestic and foreign experience accumulated over many years, issues of practical application of modern forms of personnel management. Today, theory and experience prove that personnel management cannot be reduced to a limited set of actions traditionally performed by personnel departments at Ukrainian enterprises. In companies of developed countries and in large domestic organizations, there are unified human resources management services that perform the entire set of personnel management functions. These services, as a rule, report to one of the top managers of the organization. Until recently, the concept of "personnel management" was missing in domestic management practice. The main attention was paid to the problems of management of labor resources at the level of the country and regions, as well as to the issues of management of personnel training and social development. Most of the work on personnel management was performed, as a rule, by heads of departments, while the personnel department existing in the organization was neither methodical, nor informational, nor a coordinating center for personnel work.

The transition to market-based management structures has fundamentally changed the situation in the organization's personnel management, as the market places the organization in fundamentally new relationships with state authorities, production

partners, and employees. The attitude towards the personnel of the organizations also underwent changes, since the economic reforms had a social orientation. It is obvious that the management of human resources has become more complicated in the conditions of a market economy. It is a component of the management of any organization along with the management of material and financial resources. However, due to its inherent specificity, personnel management is a special type of management activity. Personnel management requires a creative approach, individualization and consideration of the long-term perspective when making all decisions.

In the conditions of a market economy, the personnel management system is an important component that determines the successful functioning of any organization. One of the axioms of management states: any problem of the enterprise is a problem of human resources management. At the same time, approaches to personnel management may vary depending on the size, organizational and legal forms, types of organizations, etc. For example, for large companies it is appropriate to use universal methods proven in the West, while the approach to personnel management at a small enterprise requires mandatory consideration of Ukrainian specifics .

The problem of effective personnel management is particularly acute for Ukrainian enterprises, as in a highly competitive environment they have to find new opportunities to increase their potential. The need to survive in market conditions requires a constant search for advantages that can become factors of competitiveness at the current stage. In this situation, a scientifically based, creative approach to personnel management can ensure an increase in the efficiency of the functioning of Ukrainian enterprises.

## **THEORETICAL ASPECTS OF THE PROBLEMS OF COMPETITIVENESS OF ENTERPRISES**

Tetiana Obydiennova, Ihor Krivtsov

Ukrainian Engineering and Pedagogical Academy

Increasing the competitiveness of enterprises in modern conditions is a central problem, the solution of which plays a key role in achieving sustainable economic growth, ensuring the social, economic, technological security of the country, and, in general, the well-being of the nation. The tasks of increasing competitiveness are of