

Yevtushenko Iryna

PECULIARITIES OF PERSONNEL MANAGEMENT IN A MODERN ORGANIZATION

The modern concept of personnel management tends to give priority to the transfer of a large volume of management functions to the direct managers of one or another team. At the same time, they must receive the necessary professional and methodical assistance. The main task of personnel management is to ensure compliance of the qualitative and quantitative characteristics of the personnel with the goals of the organization.

Regulatory and legal support plays a decisive role in ensuring an effective process of preparation, adoption and implementation of decisions on personnel management issues. It consists in organizing the development and application of methodical documents, as well as maintaining regulatory documents.

The dynamism of the external environment determines the objective need for flexible strategic management and bringing the organizational structure into line with the goals facing enterprises. Accordingly, it is advisable to create project groups of strategic personnel management based on the principle of matrix or project structures, which will increase the level of adaptation and competitiveness of the enterprise.

For purposeful activity of the strategic personnel management unit, it is necessary to determine the status, functions, tasks and powers of the project group in accordance with the principles of division of labor. For this purpose, the regulation on the structural subdivision is being developed.

The composition and content of the main functions and tasks are determined according to the functional division of labor matrix: development of the concept, personnel policy and strategy of personnel management; analysis of the personnel structure and organizational structure; labor market and wage monitoring; development of strategies for motivation and stimulation, evaluation and development of personnel; creation and maintenance of external and internal image; formation and development of corporate culture.

An indicator of the level of strategic personnel management is the growth of the enterprise's competitiveness on the basis of increasing the efficiency of the use of its personnel. Strategic transformations must be accompanied by the management of staff resistance, as significant obstacles to change may arise at the implementation stage.

The transition to strategic management is recommended to be carried out through continuity between the past and the future, involving both top management and team leaders in the process. To strengthen the motivation for changes, it is suggested to form a clear idea about the future state of the enterprise.

It is advisable to carry out feedback for the purpose of effective control over the implementation of the strategy by means of an analysis of the company's attractiveness and job satisfaction with the help of a survey, a personnel questionnaire, taking into account the approach to employees as "internal customers" of the organization. Such an analysis is an indicator of the success of the implementation of strategic measures to strengthen motivation and the formation of personnel corresponding to the chosen business strategy of the enterprise.

The work was carried out under the supervision of the associate professor of the Department of Economics and Management T.S. Obydiennova