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DEVELOPMENT OF THE ORGANIZATION'S PERSONNEL AS A GUARANTEE OF THE COMPANY'S COMPETITIVENESS

The market system of management, which is being formed in Ukraine, causes a change in the forms and methods of personnel management of the organization. In the period of the formation of civilized market relations, fundamentally new organizational and legal forms of management arise and develop, the system of economic relations with the state, owners, business partners, representatives of workers, educational institutions and the organization's personnel changes in relation to its development.

The effective functioning of any organization is primarily determined by the degree of development of its personnel. In today's conditions of rapid aging of theoretical knowledge, skills and practical skills, the organization's ability to constantly raise the professional level of its employees is one of the most important factors in ensuring its competitiveness in the market, updating and increasing the volume of production of goods or provision of services.

Personnel development is a multifaceted and complex concept that covers a wide range of interrelated psychological, pedagogical, social and economic problems. Clarifying its essence involves determining the content of such key concepts as personality, harmonious development of personality, professional development of personality.

Forms of professional training of the organization's personnel:

1. Training directly at the workplace - instruction, apprenticeship (copying), rotation, mentoring, method of complex tasks
2. Training outside the workplace - lecture, examination of practical situations (cases), business games, modeling, sensitivity training, role-playing games, independent study, open study, etc.

The system of continuous training of the company's personnel can be presented in the form of a cycle: planning, implementation and evaluation

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Planning and organization of personnel development and control over this process are considered as a supporting subsystem of the organization's strategic management, a means of achieving its long-term and current goals through the formation of an educated, highly qualified, and therefore competitive on the labor market worker, a specialist with a higher education and a manager responsible for their work .

The experience of enterprises with personnel, accumulated in countries with a developed market economy, should not be mechanically transferred to the management of personnel development processes in Ukraine. There is a need to adapt positive world experience taking into account the specifics of the current state of development of the state's economy, the mentality of business entities and the workers themselves.

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