

Chernous Ihor

PERSONNEL POTENTIAL OF THE ENTERPRISE AS A GUARANTEE OF EFFICIENT MANAGEMENT

One of the ways out of the crisis of the Ukrainian economy is to increase the efficiency of the work of domestic enterprises, and one of the options for their effective work is to ensure the effective use of labor resources, and therefore to improve the personnel potential in the strategic management system of the enterprise.

The personnel potential of the enterprise plays a leading role in solving scientific and technical, organizational and economic tasks of management. The effective operation of the enterprise depends not only on a high level of competitiveness, sufficient economic potential, but also on the competence of the personnel. In this regard, the issue of developing new systems of personnel selection and promotion, scientific substantiation of personnel planning, their objective training, retraining, and continuous improvement of personnel qualifications is of great importance.

Personnel potential is the labor capabilities of the enterprise, the ability of personnel to generate ideas, create new products, their educational and qualification level, physiological characteristics and motivational potential. The personnel potential of the enterprise is defined as the skills and abilities of employees that can be used to increase the efficiency of the enterprise's management in various areas, and contribute to the achievement of the desired goals - obtaining economic profit or achieving a social effect.

Management of personnel potential should contribute to the organization, preservation of qualitative specificity, improvement and development of personnel and include: setting the goal and tasks of management of personnel potential; determination of the content and participants of personnel management; conditions for increasing the efficiency of personnel management; personnel evaluation.

The components of the development of the personnel strategy of the enterprise are:

- planning of personnel needs – organizational analysis, analysis of existing positions, need for new positions and quality personnel planning, evaluation of positions, replenishment of staff;

- training and professional development – improvement of the general educational and professional level, training in the process of working in the field, rotation by positions, internship, self-education, etc.;

- remuneration for work – the totality of all types of remuneration, remuneration according to the volume and success of the work performed, remuneration depending on the position, social security, etc.

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Recently, strategic planning has been more and more widely implemented in the practical activities of Ukrainian firms. At the same time, when developing strategic plans for the development of the enterprise, the most important priorities of personnel policy, tasks and directions for their achievement are determined. Thus, the main priorities of the company's personnel policy for a certain long period are an important component of the company's strategic development plan.

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