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ACTUAL PROBLEMS OF HUMAN RESOURCE MANAGEMENT AT UKRAINIAN ENTERPRISES

Introduction

The modern external environment in which an enterprise operates is volatile and unpredictable, information-rich and strongly competitive. In such circumstances, the manager of the enterprise must have a thorough knowledge of the whole arsenal of tools and methods that provide an effective strategy for personnel management and, as a consequence, the proper socio-economic development of the enterprise.

The application of strategic approaches to personnel management in modern conditions, within which the organizational and management mechanism, capable of introducing progressive changes in the existing management systems, is urgent in the enterprises of Ukraine.

The human factor is the main productive force of society and the basis of the concept of management. In today's conditions of life, knowledge, skills, work skills, work experience, initiative of the personnel of the enterprise are of particular importance along with financial or industrial capital.

Modern problems of HRM

Personnel management includes a whole range of measures related to the professional advancement of employees and the formation of staff, as well as its planning, analysis of labor indicators, personnel costs, study of the labor market, as well as internal sources of staff development, providing social and psychological conditions unit interaction, team relationships, conflict prevention.

It is important to have a clear understanding of the requirements for prospective vacancies and hiring staff to apply modern flexible audit systems.

Taking into account this provision, in modern conditions a comprehensive system of personnel work is required, which relies not so much on organizational methods, but on the achievements of modern managerial psychology and the design of methods of personnel evaluation [1].

Today, the main problems faced by personnel management in Ukrainian enterprises are recruitment, formation of personnel with modern economic thinking, ensuring the efficiency of employees through proper motivation, maintaining a favorable climate in the team and many others.

Motivation of personnel

Successful activity of the company in the conditions of fierce market competition also depends significantly on the creative activity of workers. Therefore, one of the most important and relevant problems of enterprise management is the motivation of the personnel.

Almost all scientists believe that employee incentive mechanisms are complex systems of influence of organization leadership on employees, which directly involve the interaction of the manager and the employee. After all, it is important for people to understand what they are valued.

Motivation of work cannot be effective without the use of modern forms and methods of material incentives for personnel. The increase in the value of labor and status motives observed today does not mean an absolute decrease in the role of material incentives.

They remain, as before, an important catalyst capable of substantially enhancing work activity and contributing to the personal and organizational goals of the organization [2].

At present, the mechanism of labor motivation in Ukraine remains outdated and ineffective, does not meet the needs of today, the strategic tasks of socio-economic development of the country.

Conclusions

The overall and overriding purpose of the personnel management system is to provide appropriate qualitative and quantitative characteristics of personnel to the goals of the enterprise. That is, personnel management, first of all, should be carried out through the management of its labor potential, which is evaluated both by the efficiency of realization and by the efficiency of development of the labor potential of the personnel [3].

Thus, we can conclude that the ultimate goal of HR management in market relations is to maximize the convergence of the expectations of the enterprise and the interests of the employee, to abandon the policy of minimal investment in the personnel of the enterprise and to play a crucial role in the personnel management system of the enterprise in the formation of personnel policy and mechanism of its implementation.

Another important factor in improving the effectiveness of human resource management at the enterprise is the existence and content of personnel development and motivation policies, which should include the availability of adaptation programs, training systems and programs, skills development and self-development opportunities.

List of references:

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