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PROBLEMS OF PERSONNEL MANAGEMENT IN SMALL BUSINESS

In modern conditions, the issue of the correct and competent construction of the organizational structure is so important. Small businesses are considered a must-have part of a vibrant economy. In all developed industrial countries, the small business area plays a significant role in the country's financial system.

Small business is the cornerstone of the market economy and connects all the links in the market economy. One of the most important functions of small businesses is to maintain competition, which is guaranteed by their diversity and greater freedom of pricing. They are accelerating the filling of the product market with goods needed by consumers and are introducing simple advances in science and technology. The backbone of modern small business is people [2].

Competitiveness, market position, prospects for further development and the possibility of increasing the profit of an enterprise largely depend on the level of training of talents, discipline, professionalism and creativity. Given that people are critical to the successful development of small businesses and people work closely in these locations, business owners are trying to attract decent people to work in their business under certain financial constraints.

The basic requirements for employees are universal. Ideally, employers want to hire employees with positive qualities and the least disadvantages in the labor market. In a small business, to organize effective work, it is important to form a team by recruiting individual specialists and to create a capable team [3].

It is necessary to pay attention to such a problem, typical for small business management systems, as the administrative method of personnel management. This is a typical industrial enterprise with low skilled personnel and sometimes direct management is required. Another problem is the lack of control over the work of employees. Small business personnel are highly

versatile, and only half of the workplaces have original instructions designed for specific workplaces.

In addition, small enterprises often lack such an important document in personnel management, which usually regulates the procedures for hiring, transferring and dismissing personnel in an organization; duties and rights of employers and employees; working hours and rest periods; rewards for successful work; labor discipline and responsibility for violation of discipline; rules for payment of wages, social insurance and social security system [3].

The organizational structure of a company is a solution for any small business, which must correspond to the strategic directions of its development. The main result of its optimization is to bring it into line with the specifics of the company's activities by: defining the standards of manageability; consolidation of areas of responsibility and authority; fixing the place of each employee and subdivision in the course of the activity of a small enterprise [1].

All in all, in small companies, the impact of managerial problems is often more, than in large companies, so the successful implementation of any enterprise goal is directly related to the optimal use of human resources. The specifics of small enterprises require managers to have a high degree of professionalism in the field of personnel management to optimize the potential of people and minimize their limitations to increase the competitiveness and development of enterprises.

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