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Y. DEMYAN
PhD in Economics, Associate Professor,
Y. TOKAR
PhD in Economics, Senior Lecturer,
E. MARKOVA
postgraduate student,
Scientific supervisor:
Doctor of Economics, Professor Hoblyk V.V.,
Mukachevo State University,
Mukachevo, Ukraine

FEATURES OF MANAGEMENT DEVELOPMENT OF ENTERPRISES PERSONNEL

The effectiveness of any company's operation is foremost determined by the degree of development of his staff. Human resources management nowadays became the central to any organization and it is not about hiring or firing the people. This problem is putted in the angle of the solution and forward – thinking companies focusses on the recruitment, direction and management of human assets and are making strategical plans for the future in order to make the employees more valuable to the organization.

In conditions of modern fast aging theoretical knowledge and practical skills, the ability to continuously improve its professional skills, is on the one hand an important factor in ensuring it competitiveness, on the other hand, is a problem for almost all companies according to R. Marr and G. Schmidt, the development of staff is a learning process and improvement of staff qualification [1]. N. Tom under the development of the system staff understands a focused set of informational, educational and affiliated with specific workplace elements that contribute to the skills development of employees of the company in accordance with the tasks of development of the company itself and potential and the preferences of its employees [2].

Taking into account the thoughts of the scientist one can say that the development of the employees is a steadily process that leads to the quantitative and qualitative changes of one's life, which ensures the desired conditions of life, work and leisure.

Personnel development is a set of organizational and economic measures of the company concerning to:

- education and training
- organization of the innovative work
- professional adaptation of staff;
- evaluation of candidates for a vacant position;
- planning a business career for employees;
- work with personnel reserve.

No matter what the purpose of the development of the personnel achieving of the valuable result is possible only in the condition of determination of the following principals of: the flexibility of forms and ways of development; motivation of employees; consistency, integrity and continuity of the personnel development system.

The most important component of the development of the personnel is its professional education and professional training which represent the process of obtaining of its personnel professional knowledge, skills needed to maintain certain type of work to enhance labor productivity and the competitiveness of staff and efficiency of work of enterprise as a whole [3].

IT is the professional type of work that creates the conditions for self-realization of the employees the rational use of the human resources in the process of achievement the strategical goals of the enterprise. On its turn the professional training includes:

- Primary educational professional training to the once who didn't get any specialty or worker's qualification;
- Retraining of the personnel which is determined to get any other specialty or workers qualification for the employees in order to expand their professional activity in the absence of the work corresponding to a certain specialty or loss of ability to perform the work for the former specialty;
- Advanced training, which is provided for expansion and deepening in the past received by a worker knowledge and skills due to changes of work characteristics as well as moral aging of knowledge and skills.

As a result of training and advanced training of the personnel the organization will get the following advantages:

- increasing in the business effectiveness as a whole;
- increasing the labor productivity of employees;
- increase the efficiency of the system of motivation at the enterprise;
- increase of staff trustiness to the enterprise.

The development of the all process going on in the enterprise aggravates the definition of both short-term and long-term long - term business trends. That is why one of the most important trends in the development of the personnel is to increase the adaptation of the employees to such of business trends which will help the enterprise to «up bring» its own specialists, increase their labor productivity and to reduce the turnover of personnel. The development of the system personnel adaptation should be carried out taking into account the real possibilities of the enterprise. The most popular methods include: training in the workplace and mentoring; master classes and seminars with the help of external experts, etc. But one should take into account that make a choice only on the one method is inappropriate.

Consequently, the system of personnel development at the enterprise should be flexible, capable to change the content, methods and organizational forms according to the needs of the economic activity and situation that is formed on the labor market.

Planning and managing a career development requires both an employee and the organization additional efforts, but at the same time provides a number of benefits for employees, and the organization in which he works.

Summarizing the foregoing, we have to note that the management of personnel development is the most important tool by which the organization gets the opportunity to increase the potential of human resources and to influence the formation of organizational culture.

The list of the used sources:

1. *Personnel Management in the Conditions of a Social Market Economy / Scientific. edit R. Marr, G. Schmidt. - Moscow: Izv. Mosk. Un-ta, 1997.*

2. *Thomas N. Garavan, Pat Costine, and Noreen Heraty (1995). «Training and Development: Concepts, Attitudes, and Issues». Training and Development in Ireland. Cengage Learning EMEA.*

3. *Savchenko V. A. Personnel Development Management: Teaching. manual. - K .: KNEU, 2002. - 351 pp.*



МУКАЧІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ

89600, м. Мукачево, вул. Ужгородська, 26

тел./факс +380-3131-21109

Веб-сайт університету: www.msu.edu.ua

E-mail: info@msu.edu.ua, pr@mail.msu.edu.ua

Веб-сайт Інституційного репозитарію Наукової бібліотеки МДУ: <http://dspace.msu.edu.ua:8080>

Веб-сайт Наукової бібліотеки МДУ: <http://msu.edu.ua/library/>