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MODERN PERSONNEL MANAGEMENT SYSTEM AS A FACTOR OF SUCCESS OF ENTERPRISES

One of the key factors in the production of any type of goods and services, along with investment capital (fixed assets and working capital) is labor. In modern conditions, it is labor resources are considered the most valuable capital owned by the company. Scientific and technological progress and the associated sharp increase in the share of knowledge-intensive technologies leads to an increase in requirements for professional, socio-psychological qualities and cultural level of the employee. Effective management of human resources as a special function of activities related to the hiring of workers, their training, evaluation and payment of their labor, is an important prerequisite for the efficient functioning of production. Trained and qualified employees who are in the staff of the enterprise are called its staff or personnel.

The main purpose of personnel management is to provide the company with employees who meet the requirements of the company, their professional and social adaptation.

The main tasks of personnel management structures are: planning the company's needs in labor resources, finding and selecting the right employees, training and retraining, managing work motivation, creating conditions to increase productivity, monitoring the change in the status of employees, legal issues labor relations.

The advantage of man in the variety of possible solutions over «intelligent technology» makes the work of several flexible workers more appropriate than the actions of the new unit. Therefore, modern management, which considers living labor the most flexible form of corporate capital, considers it necessary to develop the skills of employees, especially to adapt quickly to unpredictable and dynamic production. Personnel management is characterized by a research approach that studies the person as a whole, not just as a producer and consumer. Personnel management studies and takes into account the impact of all aspects on organizational behavior. This is the specificity of this science, which determines its approach to the study of its subject. The evolution of management theory and practice is closely linked to the development of industry and science in general. These processes are concomitant and closely intertwined. As a result, a number of organizations are forming personnel management systems that combine under a single leadership of the Deputy Director of Human Resources management all departments related to human resources.

All organizational and managerial activities, and above all motivational, together are aimed at activating all internal resources of employees and their most effective use. Thus, the relevance of research on the problems associated with the optimization of the personnel management process today is difficult to exaggerate.

In the conditions of transition of domestic economy to market relations, its integration into the world economic system there is a problem of development of such economic policy and strategy that allows the organization to maintain competitiveness. The actions of organizations and their leadership cannot be reduced to a simple response to changes. The need for conscious management of changes on the basis of a scientifically sound procedure for their anticipation, regulation, adaptation to the goals of the organization, to changing external conditions is becoming more widespread. The most important success factor is the transition to a modern personnel management system.