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## 18. Modern trends and problems of personnel management

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**Introduction:** Staff is the main point of the manufacturing process at the company. HR management has become increasingly important as a factor in increasing the competitiveness of enterprises, the success of its development strategy.

**Resources and methods:** Human resource management issues have always been a subject of research of domestic and foreign scholars belonging to different scientific schools. Violations of scientific problems investigated such famous scholars as F. Taylor, Maslow, D. McGregor, W. Ouchi, VI Kramarenko, GV Shchokin and others. Common problems of strategic HR organizations increase the value of the experience of foreign enterprises in developing approaches to priority values are considered by the prominent researchers such as I.Ansoff, K.Boumen, O.S.Vyhanskyy, O.I.Naumov, V.S.Ponomarenko and others. Some aspects of modern human resource management are reflected in the works of S.Byelyayevoyi, N. Winogradsky, M.Zhuravlova, J. Ivantsevycha, A. Kybanova, V. Kolpakov, A.Lobanova, S.Myhaylova, M.Murashko, S.Son, A.Chykurkovoyi, S.Shekshnya, A.Shkanovoyi, G.Shchokina, O.Schura.

Today major challenges faced by the management staff - is the selection, framing with modern economic thinking, the effectiveness of employees, maintaining a favourable climate in the team and many others.

In a market economy attitude to the staff as a resource include:

1. individual approach to all employees, implemented within the correlation interests of the company and the worker;
2. awareness of the problem of highly qualified personnel shortage, leading to competition for knowledge, skills and abilities in the labour market;
3. rejection of the idea of labour as "gratuitous capital," the development of which requires employer's financial, human, organizational, time or any other cost.

The task of the manager is to create the most productive relationship with the staff, to find methods and approaches that promote a more efficient operation, to prevent unwanted loss of employees in the company. It would develop measures for monitoring the moral and psychological climate in the team, the degree of employees' satisfaction of work conditions, leisure satisfaction of wages' level. It is positive as it promotes career development and working in the interest of improving productivity. Application of these measures helps solve psychological problems in the team.

**Results:** So, one of the factors that helps to reduce problems in personnel management is a systematic analysis of the personnel in the company, its plans and problems.

Leading management experience suggests that core around which the team is formed is a corporate culture. It helps follow the rules and to count norms of the work. It promotes "healthy" psychological climate in the team. Thus management decisions between workers can be implemented faster and easier.

Today, the concept of operation is that the maximum productivity, quality and competitiveness can only be achieved with the participation of every employee in the improvement of the production process in the workplace and the company as a whole. Involving the workforce strategy to improve production is a powerful motivator of labour that allows each worker to exploit their experience and creativity.

Thus, the features of human resources are as follows:

- if more employees involved in professional activities, they accumulate professional experience faster, need less time for efficient solving the special tasks, represent higher value for enterprises;
- professionalization of activities require a lot of capital intensity for training qualified specialists;
- effectiveness of professional business practice achieved their rational management capabilities.

**Conclusions:** Nowadays most organizations use this approach to management in their formation and development. Investments in human resources are becoming more profitable and contribute to the firms' survival in the market.

Therefore, leaders explain the costs associated with personnel, not as useless, but as an investment in human capital - the main source of income. Operation of each company provides awareness of all employees in its goals and values and participate in their implementation.

Thus, the essence of human resources management is the need to consider employees as competitive rich company you want to develop and motivate to achieve its objectives.

## References

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