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**The competitiveness of the personnel as a means of ensuring efficiency of a company activity**

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The main competitive advantage of any company that seeks to strengthen its position in global markets is a professional core of human resources. Formation of human resources deserves special attention. Ancillary activity of the HR Departments does not meet existing situation. In a highly competitive condition personnel services are called to be active helpers for senior managers, initiators of the development of methods that help to increase business activity of the groups, identification of reserves of efficiency of their economic activity by using techniques of group work, case studies and implementation of their results.

In today's rapid obsolescence of skills the ability of companies to raise skills of their employees is a critical factor for success. In characteristically unstable periods for the food industry appears acute problem of staff development, but only in a crisis condition of the management concept development appears prerequisite for economic growth.

Development of human resources is traditionally based on the educational processes that are managed and funded by enterprise for which these educational processes intended. Learning objectives is a development of intellectual potential of the employees. The high level of keeping of competitiveness is impossible without new technologies that require new knowledge, while the actual process of obtaining education and training is no less important than its formal outcome or achieved level of education. The reasons for priority of the investments in staff development are: the need to improve the professional level and its compliance with the strategic goals of the enterprise, ensuring the survival of the enterprise.

Measures that promote the development of human potential as a rule provide increased productivity therefore their financing corresponds to the principle of economical efficiency of the costs.

The strategic goal of the development of human resources is caused by the choice of enterprise strategy and the principles that underlie of the personnel policy and overall personnel's management. For the strategy of human resources development is important its compliance with the overall strategy of the company that developed by the chiefs.

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