

СЕКЦІЯ МЕНЕДЖМЕНТУ І ЛОГІСТИКИ

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STRATEGIC MANAGEMENT OF HUMAN RESOURCES AT THE ENTERPRISE

Strategic human resource management (SHRM) is a process that involves the alignment of human resource functions with the overall business strategy to achieve organizational goals. In today's dynamic business environment, organizations need to develop a high-performing workforce that can help them achieve their strategic objectives. SHRM is an essential tool that can help organizations achieve this objective. In this essay, we will discuss the key components of SHRM and how they can help an enterprise succeed.^[1]

Recruitment and selection are critical components of SHRM. The recruitment process involves identifying the job requirements, advertising the vacancy, and selecting the most qualified candidates for the job. The selection process involves evaluating the candidate's qualifications, experience, and personal characteristics to determine their suitability for the job. Effective recruitment and selection practices can help an organization to attract and retain a skilled and talented workforce. This can include developing a strong employer brand, leveraging social media and other recruiting tools, and using innovative selection techniques such as behavioral interviewing.

Compensation and benefits are also essential components of SHRM. Effective compensation and benefits packages can help to attract and retain a skilled and talented workforce, enhance job satisfaction, and increase employee loyalty. The compensation process involves designing and implementing a fair and competitive compensation package that includes salary, bonuses, and benefits. The benefits process involves providing employees with a range of benefits, including health insurance, retirement plans, and paid time off.

Employee relations is another crucial component of SHRM. Effective employee relations can help to create a positive work environment, enhance job satisfaction, and increase employee engagement. The employee relations process involves promoting open communication, resolving conflicts, and fostering a culture of trust and respect. This can include developing policies and procedures that promote fairness and equity, providing opportunities for employee feedback and participation, and addressing employee concerns and grievances in a timely and fair manner.

Succession planning is another essential component of SHRM. Succession planning involves identifying and developing employees with the potential to fill critical roles within the organization. Effective succession planning can help to

ensure the long-term success of the organization, reduce the risk of leadership gaps, and enhance employee engagement and retention. This can include creating career development plans, providing leadership development programs, and identifying and grooming high-potential employees for future leadership roles.

Workforce planning is also a critical component of SHRM. Workforce planning involves analyzing current and future workforce needs and developing strategies to address them. Effective workforce planning can help to ensure that the organization has the right people with the right skills in the right positions at the right time. This can include identifying critical skills and competencies, developing talent pipelines, and implementing workforce analytics to monitor and evaluate workforce performance.

Technology and automation are transforming the way organizations manage their human resources. Effective use of technology and automation can help to streamline HR processes, improve data accuracy and analysis, and enhance employee engagement and satisfaction. This can include implementing HR software and platforms, using AI and machine learning for talent analytics, and providing employees with self-service tools for HR tasks.

Work-life balance is becoming increasingly important in today's workforce. Employees are seeking jobs that offer flexibility and a balance between work and personal life. Effective work-life balance practices can help to improve employee well-being, reduce stress and burnout, and increase job satisfaction and retention. This can include offering flexible work arrangements, providing wellness programs and resources, and promoting work-life balance as a core value.^[2]

Monitoring and evaluation are essential components of SHRM. Organizations need to monitor and evaluate their HR strategies and practices to ensure that they are effective and aligned with the organization's goals and objectives. This can include conducting regular performance evaluations, gathering employee feedback and engagement data, and using metrics and analytics to track HR performance and identify areas for improvement.

In conclusion, effective strategic management of human resources is essential for the success of any organization. By developing and implementing a comprehensive SHRM strategy that incorporates the key components outlined in this essay, organizations can enhance employee engagement and productivity, reduce turnover and absenteeism, and achieve their long-term goals and objectives. While the challenges and opportunities facing organizations today are diverse and complex, organizations that prioritize SHRM will be better positioned to thrive in the rapidly changing business environment.

References

1. *Armstrong, M. (2014). Armstrong's Handbook of Strategic Human Resource Management.*
2. *Ulrich, D., Brockbank, W., Johnson, D., & Younger, J. (2017). HR from the Outside In: Six Competencies for the Future of Human Resources.*