

## MODERN TECHNOLOGIES OF PERSONNEL MANAGEMENT

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**Introduction.** Technology of personnel management is based on the processing of techniques and methods of effective influence, which allows you to get the best result of work. Each organization develops normative-methodical documents, on the basis of which further work with employees is carried out. Management refers to the most complex intellectual activity. One desire to effectively coordinate the work of the team is not enough. It is necessary to know the theory, to be able to apply it in practice. In conditions of market economy development, the main activity is aimed at increasing the efficiency of labor productivity. Goals and programs of the organization are subject to constant adjustments taking into account the needs of the market [3].

Modern technology of personnel management allows managers to solve a number of problems faced by each enterprise. With the help of the latest techniques, high efficiency is provided to meet current and strategic objectives of the company. An enterprise can take leading positions in its field, if a team of professional specialists will work with full dedication. And for this purpose, it is necessary to pay more attention to the development of personnel management technologies.

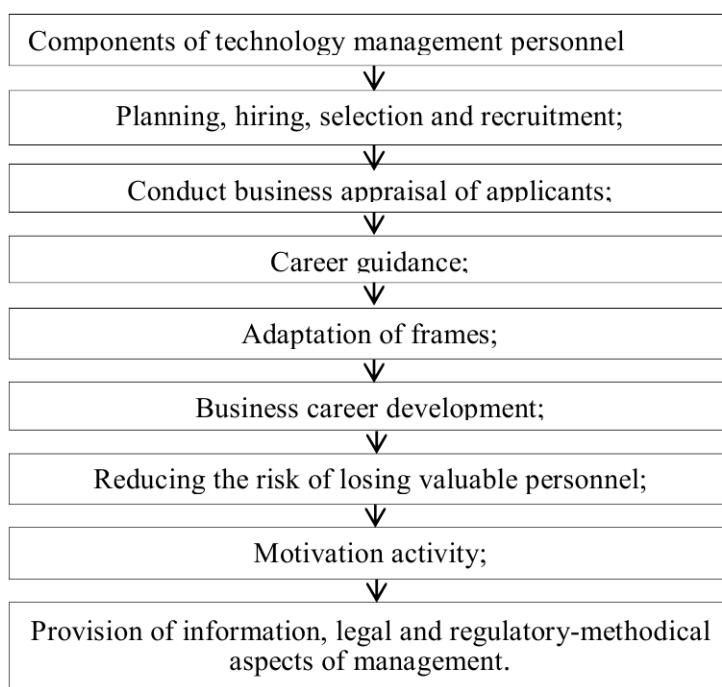
**Analysis of recent researches and publications.** The emergence of the science of human resources management began during the formation of the theory of management. It happened more than 100 years ago at the initial stage of the industrial revolution. The founders and main theorists were F. Taylor, A. Fayol, M. Weber, G. Ford. Active approaches to the management of personnel are explored by such scholars: H. M. Chepura, T.P. Khokhlova, L.O. Marzhyk, O.V. Krushelnytska, S. V. Hlienenko, L. I. Ivankina.

At this stage, the issue of personnel technologies for their application and implementation in the enterprise is not sufficiently revealed.

**The purpose of the article** is to find out the theoretical meaning and essence of personnel technology, its research and the feasibility of implementation into the enterprise.

**Presenting main material.** The main purpose of the management technological process is to develop a complete system of motivation aimed at increasing productivity. The certification and evaluation of the work activity is carried out systematically. On the basis of the obtained results, the question of the expediency of retraining, qualification improvement of personnel is being solved.

Human resource management technologies have a directed impact that helps achieve certain goals. When recruiting staff, the purpose of the manager is to determine the basic qualities required to perform a particular activity. The procurement of personnel is an important element of the management system. From the fact how properly and professionally the state will be formed, the effectiveness of the organization depends on the future. A competent recruitment of personnel will allow not to spending additional economic resources, highly professional specialists with experience do not have to teach, pay for advanced training courses [2]. Technology of personnel management includes the components presented in fig. 1.



**Fig. 1 The main components of personnel management technology**

The main types of personnel management technologies are used to create the integrity of the system. In the manager’s arsenal there are case-technologies, business games, coaching and assistance from professional centers of business valuation. The most up-to-date and relevant technology personnel are presented in table 1.

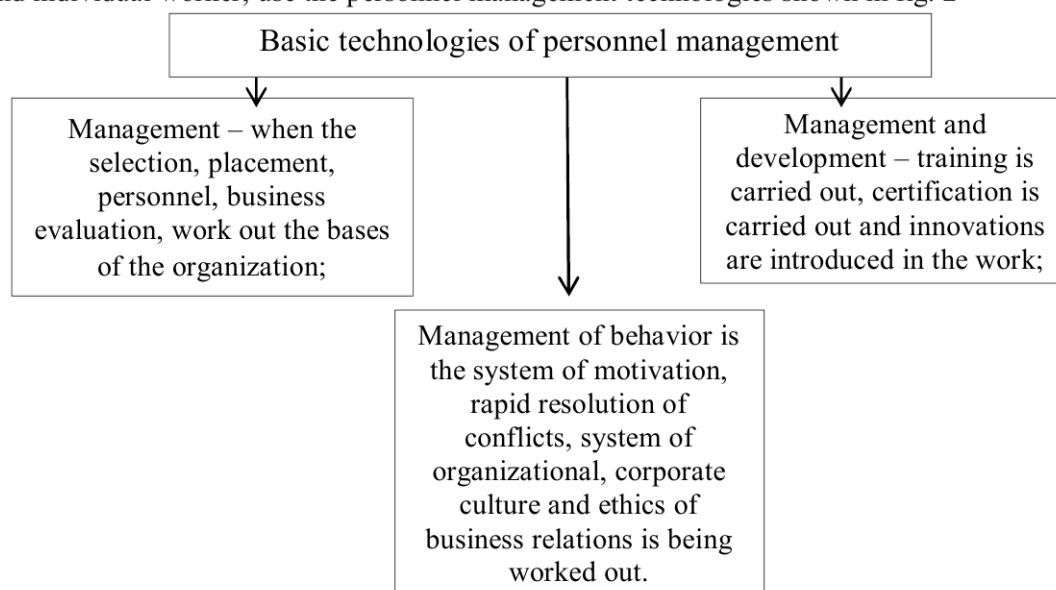
**Table 1**

**Modern personnel technology**

The name of the concept	Definition
Staff leasing	This is management technology that involves providing business processes to the company with the necessary labor resources, while using the services of a third-party organization.
Outstaffing	Represents a range of activities aimed at using staff outside the state.
Outsourcing	This is a transfer of functions that are related to the personnel management of the enterprise, which is engaged in the recruitment and recruitment of personnel. Often, such relationships are of a lasting nature.
Recruiting	This is a business process that is one of the main functions of HR managers and is a recruitment of personnel.
Staff screening	This is the primary selection of candidates for certain attributes: gender, age and education, work experience, etc. Motivation and personal qualities are not appreciated. The main advantage of this technology is the low cost.
Weaving of networks	Means the use of your own search sources by a consultant.
Direct search	It is a purposeful search for candidates for the key positions of middle and senior managers and highly skilled specialists with special skills, that is, employees whose business depends to a large extent on the success of the business.
Reengineering	Means the change of the basic principles of the organization, in turn concerns the issues of personnel policy in the enterprise.
Internal marketing	It is a work aimed at «promoting marketing» within the company. A good marketing manager should help the head and staff manager to group and motivate the team, bring fun and fervor to work, and set up feedback from employees – this is what one can call internal marketing.
The secret buyer	The method of hidden observation of the work of staff and the identification of negative aspects.
Automated information management system for personnel	It is software and technology that can be used to improve business processes in the future.
APM employee	This is a program-apartment complex, which consists of technical means of automation and organizational forms of exploitation.

Another component of personnel management is personnel management, which is conducted at the enterprise [5].

The essence of personnel management is to ensure the balance of the preservation and updating of personnel in accordance with the needs of the enterprise. The main purpose of the personnel policy is to work with personnel, in accordance with the concept of enterprise development. To maximize the results of the team and individual worker, use the personnel management technologies shown in fig. 2



**Fig. 2 The basic technologies of personnel management**

Personnel management by human resources is a complex and multifaceted process that includes the stages presented in table 2.

**Table 2**

**Stages of personnel management, carried out by personnel services**

Name	Phase content
Stage 1	Creation of an effective system of personnel work, which includes: selection and training of skilled specialists in personnel work;
Stage 2	Development of firm personnel policy, main methods and principles;
Stage 3	Planning and using all existing sources of staffing needs;
Stage 4	Training and adaptation;
Stage 5	Assessment of employees and their work activities;
Stage 6	Improving the efficiency of managers and professionals;
Stage 7	Management of discipline and staff turnover;
Stage 8	Organization of personnel records management on the basis of the use of electronic computers.

Personnel management is not effective without the use of an important component of this administration process. There is no effective administration without administration.

Administration of personnel – is the control of the activities of the personnel of the company, its individual units and units. This process is carried out by executives, specialists of the management apparatus, which are usually at the upper level of management.

The main tasks that administer administration are shown in fig. 3

In the process of administration, there are a large number of problems and as a result, the enterprise is not able to achieve its goal, namely profit. The key to success of each enterprise is to accomplish the tasks set, to have effective management and to set the right goals in front of the personnel of the enterprise.

For effective staffing, we can develop a comprehensive approach that will include the following key elements:

1. Prediction of staffing needs;
2. The system for monitoring presence in the workplace and performing official duties;
3. Working time management system

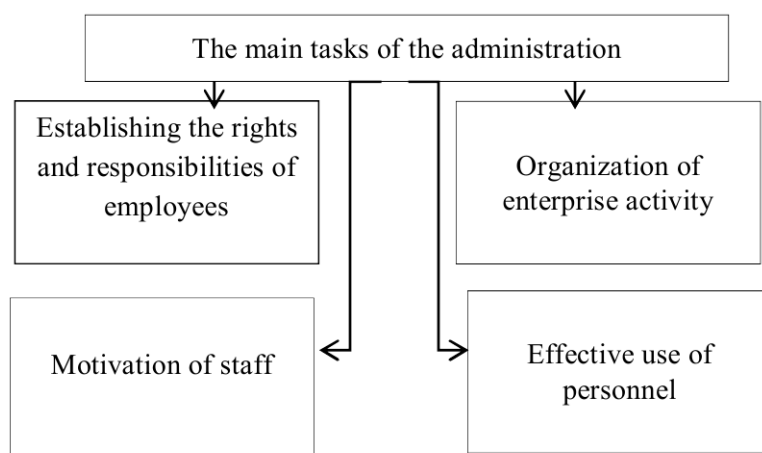


Fig. 3 The main tasks of personnel administration

**Conclusions.** Thus, the company can maximize its results and become competitive by the use of modern management technologies and efficient administration of personnel. Personnel management refers to the functions that many employers now refer to as Human Resources. These are the functions that the human resources staff performs relative to the organization's employees. These functions include recruiting, hiring, compensation and benefits, new employee orientation, training, and performance appraisal systems [3].

Human Resource Management is a continuous process of ensuring the availability of eligible and willing workforce i.e. putting the right man at the right job. In a nutshell, it is an art of utilizing the human resources of an organization, in the most efficient and effective way.

Personnel management also includes developing and implementing policies and processes to create an orderly, employee-supportive work environment. It is an older term that is falling into disuse in modern organizations.

Nowadays, it is very challenging to retain and maintain good employees for a long time as they are fully aware of their rights and any organization cannot treat them like machines. So, HRM has been evolved to unite the organization with their employees for the attainment of a common goal.

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**Черниш Ірина Володимирівна**, д.е.н., доцент. **Козик Міла Вікторівна**, аспірант. Полтавський Національний технічний університет імені Юрія Кондратюка. **Сучасні технології управління персоналом**. У статті представлено огляд технологій управління персоналом та управління в контексті розвитку організації. Надано огляд можливостей вдосконалення технологій управління персоналом в організаціях. В основі сучасного розвитку лежать нові концепції, які допомагають впливати на роботу всієї команди, що в кінцевому підсумку сприяє ефективному функціонуванню підприємства.

Сучасні технології управління персоналом дозволяють менеджерам вирішити ряд проблем, з якими стикається кожне підприємство. За допомогою новітніх технологій забезпечується висока ефективність, що відповідає сучасним і стратегічним цілям компанії. Підприємство може займати провідні позиції у своїй галузі, якщо команда професійних фахівців буде працювати з повною віддачею. І для цього необхідно приділяти більше уваги розвитку технологій управління персоналом.

Обґрунтовано необхідність розвитку адміністрування персоналу з метою ефективного управління. Було визначено, що керівництво персоналом відноситься до функцій, які багато роботодавців зараз називають "людськими ресурсами", HR. Це функції, які працівники «людських ресурсів» виконують відносно працівників організації. Ці функції включають відбір, найм, компенсацію та вигоди, нові орієнтації працівників, навчання та системи оцінки ефективності.

Основні типи технологій управління персоналом, які використовуються для створення цілісності системи було розглянуто. В арсеналі менеджера є технології, бізнес-ігри, тренування та допомога з боку професійних центрів оцінки бізнесу. У цій статті наведено найсучасніші та актуальні технології управління персоналом.

У статті обґрунтовано, що адміністрування персоналом - це контроль за діяльністю персоналу компанії, її окремих підрозділів та структур. Цей процес здійснюють керівники, фахівці управлінського апарату, які, як правило, знаходяться на вищому рівні управління.

**Ключові слова:** адміністрування, менеджмент, персонал, технології, технології управління, підприємство.

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The article presents an overview of the technologies of personnel management and administration in the context of the organization development. The improvement of personnel management technology in organizations was given. The basis of modern development laid new concepts that help to influence the work of the entire team, which ultimately contributes to the effective functioning of the enterprise. The necessity of development of staff administration for the purpose of effective management was substantiated. There were determined that personnel management refers to the functions that many employers now refer to as Human Resources. These are the functions that the human resources staff performs relative to the organization's employees. These functions include recruiting, hiring, compensation and benefits, new employee orientation, training, and performance appraisal systems.

**Key words:** administration, management, personnel, technology, management technologies, enterprise.

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В статье представлен обзор технологий управления персоналом и управления ими в контексте развития организации. Было дано улучшение технологии управления персоналом в организациях. В основе современного развития лежат новые концепции, которые помогают влиять на работу всей команды, что в конечном итоге способствует эффективному функционированию предприятия. Обоснована необходимость развития администрации персонала с целью эффективного управления. Было установлено, что управление персоналом относится к функциям, которые многие работодатели теперь называют человеческими ресурсами. Это те функции, которые сотрудники персонала выполняют по отношению к сотрудникам организации. Эти функции включают в себя вербовку, найм, компенсацию и льготы, новую ориентацию сотрудников, обучение и системы служебной аттестации.

**Ключевые слова:** управление, менеджмент, персонал, технологии, технологии управления, предприятия.