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IMPROVING THE EFFECTIVENESS OF TRAINING THE ORGANIZATION'S PERSONNEL

The company's personnel are the main resource that determines how effectively the company will develop. The competitiveness of the enterprise will directly depend on how much qualified personnel it has.

The study of enterprise personnel development strategies is quite popular and this is the object of many authors such as Balabanova L.V., Dovgan L.E., Kybanov A.Ya., Polonskyi A.N., Volkova I.P., and others. The topicality of this issue is due to the fact that the personnel of the enterprise is the main element that ensures its effective functioning.

Currently, the development of strategic planning for personnel development in enterprises is quite relevant. Personnel development is carried out by the personnel management service for training and professional development with the help of measures of an organizational and economic nature.

Considering an employee as a person, that is, whose activity is innovative, namely, learning, gaining experience, developing creative abilities, various types of research and analysis of the obtained results. There are components under the influence of which the intellectual capital of the enterprise is forged. The result of the activity is the formation of individual plans that must meet the goals of the enterprise, the employee of which is a certain individual. For successful operation, the enterprise carries out innovative activities related to the development of intellectual capital.

The phenomenon of the direct impact of knowledge is something that we cannot explain, staying within the framework of classical economic theories and using only indirect, qualitative criteria for evaluating the imaginary component of resources. We also cannot rule out that our mind is a quality, the essence of which is hidden in unusual and strange features of objective physical laws.

Considering the personnel management system from a strategic point of view, it becomes necessary to provide the enterprise with the human resources, effectively distribute responsibilities and develop a motivation system.

The choice of personnel development strategy directly depends on the marketing strategy of the enterprise [2].

The growth strategy is the enterprise's entry into new markets, diversification, and the introduction of innovations. Prospective personnel with high qualifications and effective ideas for the development of the enterprise are being recruited.

The strategy of moderate growth is characteristic of enterprises that occupy advantageous positions in the market. Enterprises with a strategy of moderate growth provide their human capital needs to a greater extent with their own employees: conducting retraining, changing positions, i.e. internal movement of personnel, continuous development and upgrading of skills.

For this enterprise, not only the development strategy is inherent, but also the reduction strategy is inherent, that is, it is used when it is necessary to reduce or even

liquidate those divisions and lines that are unprofitable. The consequence for the staff is quite negative due to the mass dismissal of employees. Only those who will be able to perform the work foreseen by the future activity of the company can stay.

It is precisely for the implementation of personnel development strategies and ensuring the effective flow of processes at the enterprise that the management needs to pay attention to the method of motivating employees, both materially (calculation of bonuses, interest and bonuses, provision of a social package) and non-materially (certificates, additional days off, direction for rest and providing housing) [1].

Therefore, choosing an effective personnel development strategy as one of the most important resources for the enterprise and constant investment in the training of its employees is a guarantee of improving its competitive position. To obtain an effective result from the activity of the personnel development system, which functions depending on the chosen strategy, it is necessary to connect it with the motivational system at the enterprise.

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