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PERSONNEL MANAGEMENT STRATEGY AS THE DIRECTION OF ENTERPRISE

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A strategic approach to resource management is a key factor in the management and the main focus in the enterprise of "Furniture Plus". Terms of the industry characterized the competitive position of enterprises, dynamic market conditions, so long-term operation of the business is possible only with the appropriate HR strategies.

Business activities furniture industry related primarily to the need to ensure their competitiveness. One factor that affects the efficiency of enterprises is an innovative way of development. Innovative development places new demands on the quality characteristics of human capacity of enterprises, namely professional competence, mobility, readiness for professional development. Based on the fact that its personnel is a major strategic resource that provides enterprise competitive advantage and quality products, which is why it necessitates the formation of the principles and methods of management and development.

The development company associated with the strategy. We explored an element of strategy - HR. The analysis showed that the majority of workers LLC "Furniture Plus" no fundamental motivation for efficient work, they do not take full responsibility for making and implementing management decisions do not identify themselves with the company. This is what makes a quality selection of personnel and effective use, and hence the need to develop a strategy for human resources management and use of human potential. The study used the concept of staff, personnel, human resources and human potential, but on the basis of goals - "staff" more capacious definition, which includes all of the personnel who work at the company..

HR Strategy - long-term, high-quality direction defined application efforts on formation of labor potential of the enterprise. It is due to the overall strategy of the organization implemented service management and line managers, as an organic part of the overall strategy of the organization. The strategy of the organization and personnel management strategy developed as a whole, so service personnel management specialists involved in the development strategy of the organization. Overall staff only have to implement a particular strategy of the organization and its feasibility study for yourself.

The company of "Furniture Plus", to improve its profitability through the efficient use of human resources, should develop a specific strategy for managing personnel, to form a perfect policy of general principles which will, scientific and innovation (implementation of the latest scientific and innovative recommendations in the field of personnel management) justice; integrated and systematic work with the staff; sequence; compliance with labor laws; equality of all personnel and non-discrimination; efficiency (cost recovery to ensure staff training); concrete and targeted.

Ltd. for "Furniture Plus" offered us use development strategy, namely strategy of moderate growth, which implies growth in many areas, but slowly, because rapid growth is quite dangerous. Strategy of Personnel Management in the company should aim to consolidate and attract personnel to stabilize the company through internal corporate relocation and retraining. Creating tangible and intangible incentives to increase productivity, which leads to individual personal development.

As a result, we note that the company furniture industry of "Furniture Plus" dynamic consequently HR strategy is a key component of the company, as staff is seen as the main resource in the industrial activity. In the internal environment of the enterprise should be the main staff and outside - consumers. In this connection it is necessary to form the consciousness of workers towards consumers, encourage them to initiatives to improve the culture of production, social norms, which ultimately lead to the sustainable growth of company profits and ensure its sustainable development.