

The basic approaches of forming of knowledge economy in modern conditions are considered in the article. Authors discuss a problem of creation of an intellectual product and his commercialization. The key elements of competencies of personal are shown. The conclusion is made about the necessity of development personnel's knowledge and skills.

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The research of theoretical aspects and practical experience of organizing the services of personnel managing . The methodical ways to its optimization on enterprises with the different quantity of personnel are worked out. The analysis of practice of organizing the SPM is resulted on the example of domestic and foreign companies.