

*The question of effective personnel management during the crisis in the company is considered; the main methods of anti-crisis management are given and analyzed. But the realization of these tasks occurs in exceptional circumstances – limited financial resources, cuts in social programs, a high degree of socio-psychological stress in the team, strict limitation in time. This proves the expediency substantial correction of the staffing strategy.*

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[2].

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– 2005. – 488 .

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*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.*

[1].

1. // 2007. - 6. - . 6-10. 2. // 2007. - 4 - . 45-49. 3. <http://www.hr-portal.ru>. // Hrreader. - 2009. 4. - 18-21. 5. // 2007. - 9. // 2006. - 1. - . 36-39.