

## FORMS OF ENTERPRISE PERSONNEL MANAGEMENT

Li Zi, Kobielieva T.O., Khodyrieva O.O.

*National Technical University «Kharkiv Polytechnic Institute», Kharkiv*

Personnel management at the enterprise is an important aspect of successful operations. Effective personnel management contributes to increasing productivity, ensuring employee satisfaction and achieving the company's strategic goals. We have created the most effective forms of personnel management for practical use at enterprises.

**Centralized management.** In a centralized model, decision-making is usually concentrated higher up the company hierarchy, for example, in the executive director or head office. This model is suitable for situations where unity is needed in making strategic decisions and personnel management standards.

**Decentralized (localized) management.** In this model, decision-making is carried out at different levels of the organization. Managers at the divisional or departmental level have more autonomy in dealing with matters affecting their personnel.

Localized management can facilitate a faster response to local needs and unique features of divisions.

**Strategic personnel management.** It suits management that is based on the development of a long-term strategy for attracting, developing and retaining staff. Includes analysis of personnel needs, personnel planning, leadership development, and evaluation of personnel performance in the context of the company's strategic goals. **Change management.** Organizations facing change actively implement change management strategies to ensure successful adaptation of personnel to new conditions. This may include changing corporate culture, implementing new technologies, or reorganizing business processes.

**Talent management.** Focused on the development and attraction of highly qualified employees. Includes strategies for finding, selecting, developing and retaining key talent in the organization.

**Performance and reward management.** Performance evaluation and reward systems aimed at motivating employees to achieve the company's strategic goals.

These forms of personnel management can be used separately or combined depending on the needs and specifics of the enterprise. The main goal is to ensure effective personnel management in order to achieve the strategic goals of the organization.

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