## FEATURES OF PERSONNEL MANAGEMENT Kramskoi O.Ju., Pererva P.G.

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Currently, the term "personnel management" is understood as purposeful activities to develop the concept and strategy of personnel policy, principles and methods of personnel management of the organization. It ensures the formation and development of social policy of the enterprise, social partnership and trust between employees and employers [1-5]. Personnel management depends on the development strategy of a particular organization. The goals of which are characterized by the following features: the state of the organization in the future; are mandatory for all employees of the enterprise; officially approved and supported by management [3]. Effective personnel management contributes to increasing the competitiveness of the enterprise in the modern market; affects the efficiency of labor and production processes (achieving maximum profit); provides high social efficiency of the team. To do this, a number of conditions must be met: meet the needs of the organization in employees in the required quantities and the necessary qualifications; to achieve a reasonable balance between the categories of personnel of the organization; ensure full and effective employment of both the employee and the entire team [4]. Today, the position of personnel manager has been introduced into the staff of large enterprises, and sometimes, even a whole personnel management department is created, whose direct responsibilities are to perform very important functions.

These functions are becoming the most important in personnel management due to the increasing role of human resources in modern production. In addition, the duties of the personnel service include the study of the personnel market (wage level, labor market, various social programs) in order to ensure a competitive position in the recruitment and selection of personnel. The personnel manager must timely determine the need for training, both for the team as a whole and for individual employees. Based on these needs, an employee development plan should be developed, appropriate training methods should be selected.

Thus, the study and analysis of any management system is necessary not only to ensure the competitiveness of the organization in modern economic conditions, but also to improve the efficiency of the functioning of departments and divisions of the organization as a whole and each individual employee. For a clear understanding of internal organizational processes and phenomena, a systematic view of the organization should be formed.

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