

## **KEY TASKS OF EFFECTIVE PERSONNEL MANAGEMENT OF THE ENTERPRISE**

**Ostryanina S.V., Garifulina V.V.**

***Poltava University of Economics and Trade, Poltava***

For efficient use of personnel, personnel management systems have been developed. They include an extensive number of functional systems designed to solve a wide range of tasks related to the formation of the labor team, its development, improvement of labor relations, labor stimulation, development of a personnel management strategy, and provision of favorable conditions for achieving high production results.

The main task of the efficiency of the personnel management of the enterprise is to determine the economic, social and organizational efficiency of the personnel management at the enterprise.

Economic efficiency in the field of personnel management means achieving organizational goals by using employees according to the principle of economic expenditure of limited resources. This principle is implemented at the most favorable ratio between the result of work and the scale of its use (labor productivity) and, accordingly, at the most favorable ratio between the result of personnel work and personnel costs (labor economy).

The social effectiveness of the company's personnel management is characterized by the organization and motivation of work, the state of personal relations in the work team, that is, it largely depends on the forms and methods of management. The unity of the economic and social efficiency of work with personnel is recognized by all specialists. The consequence of this is the existence of two main directions for calculating the effectiveness of personnel costs. First, it is the overall effectiveness of costs, that is, the relative magnitude of the effect they bring. Secondly, it is the comparative effectiveness of costs, which must be determined during decision-making,

Associated with various options of technical improvements introduced into the labor process and changing the number, composition, structure and level of payment of employees, and therefore the costs themselves. Organizational efficiency is evaluated as a result of the interaction of all employees, that is, the level of their coordination and communication in the organization. Effective functioning of the organization is determined primarily by the degree of development of its personnel.

Staff development includes professional development and skill development in challenging environments. Maintaining psychological comfort and providing favorable working conditions are also important. Most modern companies are actively improving methods of evaluating and analyzing employee productivity. The use of the latest technologies makes it possible to obtain more accurate data on the contribution of each employee to the overall success of the company. In addition, attention is paid to the development of leadership qualities among staff and the expansion of motivational factors, including opportunities for professional growth and participation in interesting projects.