

## FEATURES OF HR MANAGEMENT DIGITALIZATION

**Ковальова М.М.**, здоб. вищ. осв.

Науковий керівник – ст. викл. **Л.А. Подворна**  
*Державний біотехнологічний університет*

The introduction of digital tools in the personnel management system is the key to successful business operations in a modern information environment. This will make the process of managing people at the enterprise more transparent, motivating, aimed at achieving specific goals that take into account both the interests of each individual employee and the overall strategy of the enterprise. Thus, reducing the complexity of HR-functions; accelerating management and personnel decisions; improving the quality of analytical data; ability to forecast for current and strategic periods; coverage of employees who are anywhere in the world; access to state-of-the-art technology solutions and personal development planning capabilities is just a non-exhaustive list of Digital's opportunities for efficiency in HR management.

Personnel processes at the enterprise can no longer be imagined without specialized information systems that allow automating the processes of selection, personnel accounting and administration of personnel, internal communications, training of HR analytics, evaluation, and more. The personnel focus of the future is to form an employee development plan that best meets the business strategy and customer expectations, personnel decisions through data analysis. In the short term, HR managers must organize their work so that the business can take full advantage of the joint work of people and machines, i.e. prepare staff to work together with the latest technologies. In the article was defined that the digital transformation of HR management involves a revision of the enterprise personnel policy in the direction of the implementation of remote forms of work and digital methods of communication. The focus is on the smart working model, which uses new technologies to increase productivity and job satisfaction through the organization of digital jobs. Authors proved that there are significant changes in HR management: savings in finding qualified personnel; increasing the confidentiality of information; reduction of administrative costs. To get the maximum benefits from the introduction of digital technologies, HR competencies should be clearly defined, differentiated by levels, applied to the performance of any functions of HR management.