

добрів майже повністю представлений імпортерами, а ринок азотних наполовину. Несприятлива ситуація і з паливно-мастильними матеріалами – частка імпорту тут становить більше 85%.

Отже, реалізація ефективної політики забезпечення інноваційного розвитку для аграрного сектору крім вирішення проблем загальнонаціонального характеру, викладених вище, вимагає інституційного закріплення пріоритетів фінансування окремих галузей: розробки сучасних гібридів насіннєвого матеріалу для підвищення якості та конкурентоспроможності сільськогосподарської продукції; концентрації прикладних досліджень у сфері сільськогосподарського машинобудування, що дозволить забезпечити вітчизняним аграріям надійною та якісною і, що найголовніше, дешевою технікою, придбання якої варто підтримувати державою використанням інструментарію пільгового кредитування; впровадження сучасних технологій відповідального землекористування та органічного землеробства в контексті сталого розвитку та підтримки позитивної динаміки на сільських територіях. Лише комплексне застосування розглянутих заходів сприятиме забезпеченню інноваційного розвитку аграрного сектору України.

Література.

1. Бубенко П. Т. Стратегічне планування та управління інноваційним розвитком: теорія і практика. Бізнес Інформ. 2016. № 1. С. 77-80.

PERSONNEL DEVELOPMENT MANAGEMENT AS A COMPONENT OF CORPORATE SOCIAL RESPONSIBILITY

***TKACHENKO V.V., CANDIDATE OF ECONOMIC SCIENCES,
SUMY NATIONAL AGRARIAN UNIVERSITY***

Today, planning and organizing the process of staff development is a necessary means of achieving current and future goals in order to form an educated, highly qualified and competitive employee.

In conditions of political and economic instability, aggravation of social contradictions, a number of negative processes and phenomena in the field of personnel development have formed. Thus, the number of employees who have improved their skills in Ukraine as a whole is characterized by declining dynamics and is extremely low and in 2019 did not cover 15% of full-time and in agriculture, forestry and fisheries - 4%.

Under such conditions, organizations need to develop innovative approaches to personnel development management. After all, foreign experience in the field of personnel management shows that over the past decade, business leaders and human resources services focus their attention primarily on the development of human resources. Many companies around the world consider the most priority way to compete is the development of staff, their intelligence.

Thus, Japanese HR professionals identify the following areas that, in their opinion, will be relevant in the XXI century: the development of human potential; maximum use of employee potential; development of group activities; emphasis on the development of professionalism of old workers, expanding the diversity of professions.

In this context, it is necessary to identify and take into account at each level of personnel management the modern foundations of relations in the social and labor sphere, where the idea of corporate social responsibility (CSR) is becoming more widespread.

Today, the concept of social responsibility to staff should be an integral component of corporate culture and internal communications in the enterprise, and its practical implementation should be a matter not only of personnel management of the enterprise, but also of every ordinary employee.

One of the areas of socially responsible behavior that can be implemented by any company is a responsible attitude to its own staff, because employees are the main asset that determines the economic success of any business entity.

The social responsibility of the company in the field of training and retraining of personnel is:

- determining the need for training of employees in accordance with current and future plans, business development strategies, market conditions;

- selection of adequate methods, forms and programs of training;

- creating equal opportunities for training and development of employees, encouraging them to learn;

- retraining of its employees in case of reorganization and restructuring of the enterprise in accordance with the new production requirements and tasks;

- development and creation of conditions for the implementation of individual programs of professional and career growth, especially valuable and promising employees;

- encouraging employees to learn in the workplace by purchasing professional literature, subscribing to professional periodicals, assigning creative, more complex and responsible tasks, involvement in decision-making processes that go beyond standard work;

- development of an effective system of job promotion, ensuring equal opportunities for promotion of all employees depending on their competence, work results, etc.

It should be noted that a lasting effect (economic, organizational, social) from the use of CSR in the field of personnel development can be obtained only if the implementation of CSR principles in the daily economic activities of the organization and constant interaction of social partners.

Modern business conditions impose increasingly stringent requirements on the quality of human resources of enterprises, requiring employees to have higher professional competence, readiness for career growth, greater mobility and productivity.

Therefore, effective personnel management is perhaps the most important task of personnel management of every enterprise.

Literature.

1. Kolosok, A.N. (2014). *Social responsibility in the system of corporate governance [Sotsialna vidpovidalnist v systemi korporatynoho upravlinnia]*. Kyev [in Ukrainian].

2. Nahornova, O., Ozhema, S. & Ovchynnikova, O. (2018). *Corporate social responsibility in human resource management [Korporatynna sotsialna vidpovidalnist v upravlinni trudovymy resursamy]*. *Visnyk Volynskoho institutu ekonomiky ta menedzhmentu* - Bulletin of the Volyn Institute of Economics and Management, 20, 207-214 [in Ukrainian].

3. Oliinyk, O. (2015). *Corporate social responsibility in the personnel management system of the enterprise [Korporatynna sotsialna vidpovidalnist v systemi upravlinnia personalom pidpriemstva]*. Kyev, 1(9), 140-147 [in Ukrainian].

4. Oliinyk, O. (2016). *Personnel development as a component of corporate social responsibility [Rozvytok personalu yak skladova korporatynnoi sotsialnoi vidpovidalnosti]*. Kyev: KNEU, 1, 174-183 [in Ukrainian].

5. Sabetska, T. (2018). *Social responsibility as a philosophy of forming an effective personnel policy of the enterprise [Sotsialna vidpovidalnist yak filosofia formuvannia efektyvnoi kadrovoi polityky pidpriemstva]*. *Ekonomika ta derzhava* - Economy and state, 4, 53-57 [in Ukrainian].