

Обираючи маркетингово-орієнтований підхід до управління розвитком підприємства, керівники мають на меті підвищення іміджу компанії та товарів, які вона виробляє, за рахунок використання маркетингових інструментів. Саме маркетингова орієнтація стає ключовим елементом системи управління підприємством, його зростання в довгостроковій перспективі.

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THE ESSENCE AND TASKS OF MANAGEMENT OF THE PROFESSIONAL DEVELOPMENT OF THE LABOR RESOURCES OF THE ENTERPRISE

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The enterprise staff is its special human resource. Accordingly, the effective functioning of any enterprise is primarily determined by the degree of development of its staff. In view of this, managing its development and movement is an important component of the overall labor management system.

The management of development and movement of labor

resources aim at purposeful provision of quantitative and qualitative changes that increase the market value of the personnel potential of the enterprise, the efficiency of labor activity of employees. After all, the professional competence and business activity of the personnel from their desire for self-improvement and professional growth depends on the dynamism and results of the enterprise [4].

The main tasks of professional development of human resources of the enterprise include:

- creating the necessary conditions for the employee to achieve an appropriate professional level in order to improve efficiency and professional activity;

- ensuring that the professional development of labor resources meets the needs of the enterprise through the organization and conduct of its professional training, certification, formation of reserve managers;

- promoting the development of creativity and initiative of employees in order to increase their work efficiency, adapt to innovative changes in the enterprise;

- creation of conditions for training of personnel;

- elimination of problematic issues that adversely affect the learning process and require legislative regulation. In particular, it is the elimination or maximum simplification of the permitting system for the right to carry out personnel training, development and implementation of employee-oriented training methods, preparation of normative-legal acts on organization of educational process in the enterprise;

- information and methodological support to the organization of the necessary regulatory, educational, program and methodological materials;

- determining the effectiveness of vocational training of employees of the enterprise [2, 5].

In the enterprise when solving the problem of professional development of human resources, there are certain principles, among which are the following:

- accessibility of the system of professional development of labor resources;

- free choice by the manager of forms and methods of providing professional development of labor resources, taking into account the specifics of their work;

- combination of interests of the manager and the employee;

- career development of staff;

- the continuity of the process of professional training of labor resources in the workplace [3, 4].

Human resources development is a systematically organized process of continuous professional training of employees to prepare them for the performance of new production functions, professional qualification promotion, formation of a reserve of managers and improvement of the social structure of staff. The development of human resources is ensured by measures related to the evaluation of personnel for the purpose of their adaptation and certification, the planning of the career of managers and specialists, the stimulation of the development of human resources and so on. Traditional methods of identifying and recording needs for professional development are certification and preparation of an individual development plan. During the appraisal the employee discusses with the manager the prospects of his professional development [1, 2]. The result of this discussion is an individual development plan that is submitted to the HR department. Professional development experts evaluate the plan in terms of its realism, compliance with the needs of the enterprise and its financial capabilities and make the necessary adjustments. Consolidated employee development plans become a program of professional development of the company's workforce.

In the enterprise, professional development of human resources is a deliberate and systematic impact on employees through vocational training during their work activities in order to achieve high efficiency of services rendered, increase the

capacity of staff, ensure that employees perform new more complex tasks based on the maximum possible use of their abilities and potential. Professional development is the acquisition by a worker of new competences, knowledge, skills and skills that he uses or will use in his professional activity. This is the process of training, retraining and upgrading employees to fulfill new production functions, tasks and responsibilities in new positions [2].

At the same time, the development of labor resources of the enterprise contributes to the increase of the capacity of workers themselves in the labor market. By improving their qualifications or by acquiring a new profession or specialty through the acquisition of new knowledge, skills, they gain additional opportunities for career planning both within the enterprise and abroad.

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