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## **THE MAIN TRENDS IN THE DEVELOPMENT OF THE PERSONNEL MANAGEMENT SYSTEM OF THE ENTERPRISE**

The main factor in the competitiveness, survival and prosperity of the enterprise is the quality of the staff and their attitude to work. Underestimation of the role of personnel management, the implementation of unreasonable personnel decisions hinders the introduction of innovations into practice in other areas of management, does not allow organizing an effective enterprise management system as a whole, since all areas of management are closely interconnected and give the most complete return only in interaction with each other. It is necessary to form a new effective system of personnel management of the enterprise, much broader than the traditional practice of the personnel department in our country.

As the main trends in the development of the personnel management system of the enterprise, the following can be distinguished:

- integration of the personnel management system into the overall enterprise management system, linking it with strategic planning and corporate culture, as well as with the planning of research and development, production, marketing, quality improvement, etc.;

- the personnel management system should include a detailed system of permanent and program measures for regulating employment, planning jobs, organizing the selection, placement and training of personnel and forecasting the content of work;

- the personnel management system should involve careful consideration of the quality and professional characteristics of the personnel, as well as the results of their activities using modern information technologies;

- the management system should take measures to improve the mechanism of personnel work. -

Today it is obvious that it is impossible to achieve sustainable entrepreneurial success by remaining within the framework of the previous personnel management system. The management of the enterprise should make every effort to form a new modern personnel management system, which will be the key to success and significantly increase the competitiveness of the enterprise.