

## COMPANY PERSONNEL MANAGEMENT IN INNOVATIVE ENTREPRENEURSHIP

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The modern transition to a new economic paradigm is reflected in company management in general and personnel management in particular.

Today, there are constant changes in production, the 4th industrial revolution continues, and it is necessary to produce not “more and cheaper”, but something “new and different”. Today, in a changing world, the one who is the leader of change and innovation survives. To develop the knowledge economy, it is necessary to develop innovation. The role and place of a person in an organization is changing, so the problems of an innovative economy are relevant for all countries of the world. In this regard, the role of enterprise personnel is increasing, and there is a need to change approaches to employee management.

Effectively trained personnel is one of the key factors for the success of an company in innovative entrepreneurship.

Effective management of both the company and employees is possible when we consider a single triad: effective corporate culture, strategic management of the company and strategic management of employees. An effective corporate culture and its values influence and interact with both the organization’s management strategy and the employee management strategy. Today, organizational culture, or corporate culture, is becoming increasingly important.

An effective organizational culture is not the one that has developed, but the one that we develop, instilling in employees the values that are necessary not for the company to make a profit, but for the company to create something new and different, to become more and more innovative. It's about managing “a person”, not “a subordinate”. Today the main problem is managing a person as a personality, and not just a person as a function. The task of modern management is to satisfy the needs of not only employees who work and perform their functions. Today it is important that a person feels comfortable in society, in the family and at work. This is especially true for innovative entrepreneurship, which is characterized by a high level of staff creativity.

The issue of determining those personal and professional qualities of a person that can ensure his success in the innovative, creative process is relevant.

Strategic human resource management, among other things, should be aimed at identifying the most important qualities of successful innovative companies. Among these qualities, teamwork skills are important.

Since, in addition to identifying new ideas, the innovation process includes the stages of product development and bringing it to final consumers, it is coordinated, well-organized teamwork that ensures the success of innovation.

In modern world, the importance of team work in business is always felt because of demand for efficiency and timely execution or work. It is very important for any business organization to work, not as a group of people with different motives

and objectives, but as a group of people with one motive and objectives, and a soul that reflects the image of success [1].

The selection of personnel for an innovation company must meet the specific objectives of the innovation entrepreneurship. An effective innovation company includes members who have the ability to both generate ideas and clearly execute subsequent product development tasks.

Personnel must have teamwork and research and development skills. Strategic personnel management of a company that carries out innovative business activities should be aimed at the formation of company personnel that would meet the set requirements.

#### **Information sources:**

1. Amin, Bilal. (2011). Importance of teamwork in business. URL: [https://www.researchgate.net/publication/214604986\\_Importance\\_of\\_teamwork\\_in\\_business](https://www.researchgate.net/publication/214604986_Importance_of_teamwork_in_business)

## **IMPACT OF INFORMATION TECHNOLOGY ON BUSINESS MANAGEMENT**

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In today's fast-paced, interconnected world, the role of Information Technology (IT) in business management cannot be overstated. Information technology has evolved from being a mere support function to a strategic enabler, transforming the way organizations operate and compete. It has become an integral part of virtually every aspect of business management, influencing decision-making, productivity, communication, customer engagement, and innovation. In this dynamic landscape, it is imperative for organizations to harness the power of IT to remain competitive, agile, and responsive to the ever-changing market forces.

This transformation is not solely driven by the digital revolution but also by the evolution of consumer expectations, global competition, and the demand for data-driven insights. Businesses that have recognized the profound impact of IT on their operations are thriving in this new era, while those lagging behind are finding it increasingly challenging to keep up.

This exploration will delve into the multifaceted impact of Information Technology on modern business management, highlighting how IT has redefined business processes, decision-making, and customer interactions. From cloud computing and data analytics to the Internet of Things (IoT) and artificial intelligence, this examination will shed light on the myriad tools and technologies that are reshaping the corporate landscape. Moreover, we will discuss the significance of cybersecurity and data privacy in safeguarding sensitive business information in an era of increasing cyber threats.