

INNOVATIVE MANAGEMENT OF HUMAN CAPITAL FORMATION

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THEORETICAL ASPECTS OF FORMATION OF THE STAFF POTENTIAL OF AGRARIAN ENTERPRISES

The views of the vast majority of experts agree that the key to successful development of the economy of our country as a whole and its agrarian sector in particular is the need to create a modern flexible mechanism for managing human resources development at the level of each entity. Unfortunately, the current state of affairs in the field of human resources management bears signs of unsystematic, imbalance and lack of complexity in solving personnel issues, which, accordingly, adversely affects the quality of management and, as a consequence, the effectiveness of the enterprise.

In view of the above, identifying and assessing the degree of influence of factors on the formation and development of human resources, as well as creating an effective mechanism for managing them is not only purely methodological, but also quite practical, as it is a guarantee of resource balance of the economy of the entire agrarian industry. The agrarian sector of the national economy today, as well as most of its spheres, is experiencing a significant shortage of qualified personnel, which necessitates the introduction of modern approaches to the organization of personnel management, which would solve not only current problems but also strategic tasks [6, p. 65].

In today's extremely difficult economic conditions, fierce competition, the main condition for effective functioning of enterprises is their flexibility, ie the ability to adapt in a dynamic market environment in a timely and fast manner. An important role in the effective functioning of the enterprise is played by the personnel component of its potential, which influences not only the final indicators of economic activity of the enterprise and achievement of its competitive advantages, but also the possibility of ensuring competitive development in the strategic perspective [5, p. 96].

According to T.M. Khayanok, «personnel potential of an agricultural enterprise is a set of individual, psychological, professional, qualification and other characteristics of the personnel of the enterprise, their complex of

knowledge, skills, abilities, experience and reserve of opportunities, which are involved in labor activity, taking into account the specifics of the industry goals and objectives of production or achievement of social effect» [6, p. 66]. The problem of human resources development is of particular importance due to the shortage of qualified personnel in the agricultural sector and is caused by a number of reasons of objective and subjective nature, including: specific working conditions combined with low level of remuneration; constant deficit of both own and attracted financial resources necessary for the development of the agrarian sector, tendencies of destructive nature in the system of structural and investment development, etc. [4, p. 56].

It should also be noted that efficiency of utilization of the enterprise potential in a broad sense and, as a consequence, long-term efficiency of activity of agricultural enterprises in particular and the effectiveness of socio-economic development of the agricultural sector as a whole depends on the personnel component [6, p. 66].

The formation of human resources involves the creation of the real potential of living labor, knowledge and skills at the level of industry or enterprise, which originate in the individual, professional and psychologically physiological capabilities of each employee. It should be remembered that the use of human resources is the realization of the work and qualifications and skills of the employee, the workforce and society in general. In the market conditions, rational use of human resources potential is as the most complete identification and realization of the abilities of each employee of the enterprise, raising the professional qualification level of employees by stimulating and evaluating the contribution of each employee in the end result [6, p. 67].

In the formation of modern agrarian production, its personnel potential should develop harmoniously at different levels of management, taking into account the specificity of the industry. Given that the basis of the development of human resources in most cases depends on the qualitative structure, which consists of the characteristics of all sets of individual qualities of the employee, scientists have proposed a system of factors for influencing the development of human resources at different levels of management. This approach makes it possible to evaluate personnel potential more objectively, in addition reveals a quantitative assessment of the set of qualitative parameters of individual potentials in their relationship.

Thus, in order to maximize the efficiency of the mechanism of human resources development, it is necessary to carry out systemic socio-economic transformations, both at the level of the individual enterprise and at the level of the whole industry, which would contribute to the active use of labor resources, which will eventually create opportunities for rapid response to factors of influence of different subsystems of organization or external

environment and will provide prompt solution of problems of development of personnel potential. Actually, this is the approach of formation of personnel potential of the enterprise (organization) and creates prospects and provides opportunities for development of personnel potential of the agricultural sector, namely: it becomes an internal source of candidates for key positions; helps retain potentially talented workers and accelerates their development; enables to prepare workers for future socio-economic changes and to react quickly to them; provides staff with new career opportunities and more.

Human resource efficiency is the downside of a human resource that reflects the extent of its realization. In turn, the qualitative level of personnel potential reflects the degree of socio-economic development [6, p. 67-68].

In order to effectively utilize and manage human resources, in order to increase the competitiveness of enterprises, it is necessary to implement sound and purposeful personnel policies. Its main tasks are: timely provision of the enterprise personnel in accordance with the chosen marketing, and within its personnel development strategy; creation of conditions of realization, stipulated by labor law, rights and duties of citizens; rational use of staff; formation and support of effective work of the enterprise, etc. [1, p. 122; 5, p. 97].

Therefore, the main directions of increasing the efficiency of utilization of the personnel potential of the enterprise are: formation and maximizing the effective use of the personnel reserve; formation and annual review of personnel policy at the enterprise in order to adapt it to new conditions of activity of the enterprise; formation of an effective strategy for increasing the efficiency of human resources utilization; formation of an effective system of enterprise staff motivation; accelerating the growth rate of labor productivity and more.

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ГРАНТИ ЯК ПЕРСПЕКТИВНЕ ДЖЕРЕЛО ФІНАНСУВАННЯ ДОСЛІДНИЦЬКИХ ПРОЄКТІВ ВІТЧИЗНЯНИХ ЗАКЛАДІВ ВИЩОЇ ОСВІТИ (ЗВО)

Пріоритетом сучасної державної політики у багатьох країнах світу є розробка та реалізація ефективних загальнонаціональних стратегій розвитку університетів на засадах, які дозволяють їм інтегруватись у глобальну систему знань, забезпечувати найвищі освітні стандарти та результати наукових досліджень і тим самим досягати високого конкурентного статусу. Обов'язковим елементом при цьому є цільове фінансування університетських видатків з державного бюджету, обсяги яких фіксуються в офіційних документах, а використання чітко регламентується. Конкурентні відносини в освітній сфері спонукають ЗВО розвивати матеріально-технічну базу, поліпшувати якість викладання. Проте вітчизняна сфера освіти і науки, незважаючи на певні успіхи, не відповідає провідним світовим стандартам через низку причин. Однією з найважливіших з них є несприятлива для її розвитку система фінансового забезпечення.

Проблемам фінансування наукової діяльності присвячені праці О. Другова, В. Сухаревича [1], М. Кужелева [2], Г. Пурій [3], М. Сбруєва [4], Н. Шевченко [5]. Питання грантової підтримки наукових досліджень розглядаються такими вченими, як М. Сбруєв, Е. Стрельцова [6], Н. Шевченко.

Метою даного дослідження є визначення ролі грантової підтримки у фінансуванні досліджень вітчизняних ЗВО в сучасних умовах.