

DEFINING THE ESSENCE OF THE CONCEPT “PERSONNEL MANAGEMENT TECHNOLOGY”

Vlasenko Tetiana, associate professor of Department of Public Administration and Regional Economy, S. Kuznets Kharkiv National University of Economics

Sobolev Vadym, lecturer of Department of Public Administration and Regional Economy, Simon Kuznets Kharkiv National University of Economics

The processes of transformations in Ukraine, complications of economic relations, scientific and technological progress and rapid development of productive forces lead to a profound change in work methods, which in turn requires a clear structure and well-functioning of administrative bodies, flexible methods aimed at improving of human resources efficiency. As the scientific basis of innovative management concept should be considered the concept of Personnel Management, which in conditions of integration of Ukraine into the world economic system that occurs in conditions of improving of competitiveness of domestic enterprises, acquires features of efficiency.

Personnel management technologies in conditions of considerable uncertainty are particularly important, as they allow to realize, summarize a wide range of adaptation of the individual, consider a personal factor when building a system of personnel management. Personnel management technologies allow developing and applying approaches that can be used by the company under various conditions to achieve the expected result. This determined the emergence of interest in personnel management technologies, which became the basis the topic for research.

This issue is have been addressed by such domestic and foreign authors as: B. A. Rayzberh, L. S. Lozovsky [1], E. Yanch [2], N. L. Gavkalova [3], A. Hrytsanova, V. L. Abushenko, G. M. Evelkyna, G. N. Sokolova, O. Tereshchenko [4], S. Stefanov [5] and others. Noting the depth of this research we should

emphasize that not all aspects of personnel management technologies reflected in the theory and practice of personnel management, which necessitates further studies

The purpose of this research is the essence of management personnel technology. Object is HR processes in the company. Subject of the study is a tool of modern management that is presented in the form of personnel management technology.

Personnel management is not only the domain of research and practice, but also a social technology that is a connecting element between theory and practice [6]. The main objective of personnel management is to provide purposeful influence on the managed object to maintain its equilibrium and development. So technologization of personnel management should be one of the effectiveness indicators of management and innovative tool for self-development motivation [7].

To formulate the concept of personnel management technologies we should separately analyze the concepts “Technology” and “Personnel management”.

Today there is no single point of view on the definition of “Technology”. For example, the theory of innovation identifies three basic approaches to the definition of "Technology", according to the Anglo-Saxon terminology, the term “Technology” refers to “Practical knowledge”; for Russian engineering traditions typical interpretation is “production processes of technical capabilities implementation” that are often equivalent to the term "Workflow"; with the development of social approaches to the analysis of scientific and technological development of the technology is treated as “System of means” [8, c. 70-71]. Big amount of definitions of technology can be summarized in two groups. The first presented a vision of the essence of technology as a combination of methods, tools, operations, processes and subsystems that make up the sequence of actions ordered in space that converts input to output. The second combines definition of knowledge and science that seen as the result of intellectual activity about the order of operations processes. Knowledge treated as a combination of technological, administrative, industrial and commercial, expressed in tangible and intangible forms of intelligence exist and its application. Implementation in the context of the term “Technology” includes the stages of

equipment production using materials and application of technology in certain field of industries in a particular society at a certain time. The goal in terms of morphological decomposition involves the desired changes, receiving of goods, works or services (results) of the specified parameters for a given level of resources for commercial gain.

Regarding personnel management, we can see how researchers define it as systematically organized process of solving problems in the field of training, providing management of people, social groups and labor groups in the form of impact on their behavior, development and redistribution of labor. Also it considered as work of professionals on staff, functional and line managers. Many definitions given vision of nature of personnel management ideology (scientific direction is concept and theory) or mechanism (principles, forms, methods (economic, organizational, social and psychological) methods of submission and using of hired labor. Separately allocated vision as personnel management system, which is one of the most common and reasonable, consisting of relevant subsystems (including staff development), providing reception, storage and use of human resources. Special attention requires a vision of the human aspect of personnel management as a partnership, parity interaction between management and subordinates including the spirit of cooperation, interdependence, consideration of a family that represents the whole humanistic approach.

So implementation of personnel management is based on the provision and using of personnel, capital (human, intellectual and social), staff development in the reproduction process, through components that reflect personnel management subsystem. It includes the development of human resources policy, creation of a system of personnel management, methods, tools, principles, forms of motivational guidelines, rules and procedures, guidelines and measures, factors of influence on a controlled subsystem. Provides integration of social policy into the policy of the enterprise, creation of conditions for employment, acceptance by all leaders.

Summary of the basis of morphological decomposition of the term “Personnel management” according to the ultimate goal is to determine that the objectives are

targeted to personnel or business, or both. As for the staff, the aim is satisfaction from work, better quality of life, facilitating adaptation, achieving sustainable mobility and the degree of opportunities activation. If the ultimate goal seems the company, the management of personnel aims to provide workers, organize and coordinate their activities, survival and achieve goals, ensure of efficiency and competitiveness.

When combined staff and the company as a target of personnel management are: achievement of objectives through the effective formation, using and development of staff, formation of personnel with the concurrence of the interests of employers and employees, creating the conditions for using of the workforce potential.

Thus, on the basis of the analysis and synthesis of the results we received definition of “Personnel management technology” that is a system, the basis of which is the process, it is a sequence of actions of staff problems solving in form of influence on the behavior of staff, converts transformation of incoming labor resources in added value in the reproduction process, operates on the basis of the mechanism, which includes principles, forms, methods and techniques and is expressed in the form of knowledge or science, realized through subsystems, ensuring consistency stages of development and using of personnel, offers to get results of enterprise’s performance allowing to achieve its objectives during negotiation of interests of employers and employees.

References

1. Райзберг Б. А. Современный экономический словарь. 5-е изд., перераб. и доп. / Б. А. Райзберг, Л. Ш. Лозовский, Е. Б. Стародубцева – М. : ИНФРА-М, 2007. – 495 с.
2. Янч Э. Прогнозирование научно-технического прогресса / Э Янч. М. : Прогресс, 1974. – 586 с.
3. Гавкалова Н. Л. Соціально-економічний механізм ефективності менеджменту персоналу: методологія та концепція формування . Наукове видання /Н. Л. Гавкалова. – Х. : Вид. ХНЕУ, 2007. – 400 с.

4. Социология: Энциклопедия / Сост. А. А. Грицанов, В. Л. Абушенко, Г. М. Евелькин, Г. Н. Соколова, О. В. Терещенко. – Мн. : Книжный Дом, 2003. – 1312 с.
5. Стефанов С. И. Реклама и полиграфия: опыт словаря-справочника. – М. : Гелла-принт, 2004. – 320 с.
6. Коргова М. А. Кадровий менеджмент як соціальна технологія / М. А. Коргова. – П'ятигорськ. : П'ятигорський державний лінгвістичний університет. 2009, – 8 с.
7. Иванов В. М. Соціальні технології в сучасному світі / В. М. Иванов. – Москва, Н Новгород.: Вид-во Волго-В'ятської академії держ. служби, 1996.– 196 с.
8. Ковалев Г. Д. Инновационные коммуникации : учеб. пособие для вузов / Ковалев Г. Д. – М. : ЮНИТИ-ДАНА, 2000. – 288 с.