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INNOVATIVE TECHNOLOGIES FOR PERSONAL MANAGEMENT

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Innovations quickly spread to all areas of our modern life, taking up a large share of news and attracting an attention to the phenomenon of innovation itself.

Innovation is associated with the scientific research process, and despite the giant semantic field of the term innovation, it is often considered as the application of better solutions that is applicable to the process of production, goods and services, rather than to the management process. The problem of applying the innovative approach in management is because the industry itself is flexible and not isolated from the changing social and demographic environment, thus the management concept itself as a tunable and customizable system that meets the changing requirements of the internal and external environments [1]. According to the definition of innovation as the application of better solutions that meet new requirements, management is difficult to separate from its innovative components; therefore, innovative management is on the one hand a tautology since the management concept is already innovative. On the other hand, it focuses specifically on that part of management that is related to qualitative but not quantitative improvements and to the most extent proactive behavior and decisions that lead to the economic effect, an increase in efficiency, such as KPI's, as well as to eliminate the problems of varying degrees of importance. All of the

above also applies directly to human resource management. Management is directly linked to human resources and cannot be isolated from them, so there is a definite need to explore the management of human resources at all. Human resource management as a branch of management as a whole occupies a very important and extensive role in each organization, but depending on its size, the role of the number and complexity of tasks associated with this area varies. The more the number of employees, the more complex the structure of the organization, and, accordingly, its management. Innovative technologies for personnel management are needed precisely to build, improve, and correct current patterns of interaction with human resources in order to improve the quality of work and, therefore, improve the basic and indirect economic indicators, called the economic effect of innovation.

Innovations in this area can be applied in two ways: building; fixing.

Building implies the usage of an innovative human resources management solution at the very beginning of the organization and its structure, however, this way is applicable only to organizations that are in the process of formation and can be partially applied to the process of complete reform. The second way, fixing, involves the application of an innovative solution to the already completed technology of personnel management. This way includes several stages, among which one can distinguish the following:

- ※ Analysis of current technology;
- ※ Identification of problems and Prioritization;
- ※ Development of an innovative solution;
- ※ Calibration 1;
- ※ Preparing for implementation;
- ※ Implementation;
- ※ Collection and analysis of data and feedback;
- ※ Calibration 2.

At the analysis stage, a critical examination of the current technology takes place, the search for weaknesses, the identification of current problems. This phase conjugate tightly with the analysis of various economic

indicators, KPI's analysis and consideration in connection with the current technology. The identification of weaknesses and prioritization includes the formulation of the relationship between economic indicators and management technology, as well as the differentiation of these problems into significant and not significant ones. At this stage, methods such as mathematical analysis in Statistics programs and similar, expert analysis methods are used, and other methods other than those listed above can be used, for example, an innovative solution like the use of neural networks.

The stage of innovative solution developing is one and the most essential for this process involves finding the solution delivered at the previous stage of the task in the most optimal manner. Techniques used at this stage are as diverse, as wide are the problems in general. The calibration stage is necessary for re-checking previous calculations, since the replacement and / or introduction of any innovative solution into an already existing scheme is a sufficient stress factor for the entire organization. Such an introduction is a costly resource, both from the point of view of the human resource and in terms of finance. At this stage, once again, all the preliminary calculations are critically analyzed; the potential economic effect is calculated, including the payback of such measures. The stage of preparation for implementation implies informational support of the personnel involved in the change, the formation of suitable conditions for the implementation of the innovative solution. At this stage, there may also be a certain local destructuring if the decision requires it. This stage can be considered as finished when the system returns to a new homeostatic state, that is, the state of maintaining the new structure. After the implementation stage there is a necessity to obtain, collect, and analyze a new data obtained during the implementation of the innovative solution. During the stage the best to use the methods used in the first stage, stage of analysis of current technology because a difference and an effect will be easily found out. The last stage of whole process is the second calibration to summarize the information provided by previous one. At this stage, it is checked whether this decision is effective, what errors were made when stating the hypothesis, and additional measures are being formulated to improve the already new structure obtained.

Literature

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