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**Innovative methods in enterprise human resources management**

**Iastremska Olena doctor of science (economics), professor, head of department of management, logistics and innovations of Simon Kuznets Kharkiv national university of economics**

80972354880 [iastremska\\_om@hnet.net](mailto:iastremska_om@hnet.net)

**Spuziak Elizaveta**

**4th year student of the first (bachelor's) level of higher education, specialty 073 "Management", Simon Kuznets Kharkiv national university of economics**

**[elizavetaspu@gmail.com](mailto:elizavetaspu@gmail.com)**

Human resources management plays a key role in modern management.

Human resources management is a field of practice, the purpose of which is to ensure the most efficient functioning of the enterprise, providing the enterprise with qualified personnel who are interested in their work.

The main objectives of the HR management system are: to support the organisational structure, to develop effective ways of staff development, to make maximum use of the staff's abilities, and to motivate and develop them.

The current conditions of a market economy call for a change of approach in the personnel management system. The modern manager is facing a very important problem in finding more effective ways of personnel management, maximizing the use of its capabilities in order to ensure the effective operation of the enterprise, increasing its profitability and competitiveness.

Traditional methods of effective personnel management include:

1. Managerial. Function by means of legally recognised measures, organisational charts, directives, regulations, orders which are applied in the course of timely management.

2. Economic. The management system is based on material motivation. The known methods of motivating personnel are financial rewards and labour standards.

In order to increase productivity, the financial system is arranged in such a way that the employee sees a connection between the amount of salary and his/her actions.

3. Socio-psychological. Using advances in sociology and psychology to create a positive team atmosphere, stimulate employee productivity and their loyalty to the company and its products.

There are more modern methods of management, they suggest the use of two styles:

-role style - explaining to the employee their importance in the teams, to create a sense of their importance;

- direct management style - employees must understand what they have to produce, what their direct responsibilities are if the activity is to be completed. To give workers answers to the questions: What? How? Why? When? Workers should understand what they have to do, what their responsibilities are, when the work is due to be completed.

-teamwork style - sharing experiences, joint problem-solving, collective advice.

Today's world is actively changing, consumer needs are increasing all the time with breakthrough innovations and competition among organisations is increasing.

Creative style is a new way of managing an organisation that provides opportunities to work remotely and stimulate the creative thinking of the employee.

Creative style creates a creative atmosphere in the company and allows employees to feel their value to the company and strive to create their own breakthrough project. An enterprise that uses this style should strive for innovation and breakthrough creative solutions. Creative managers, a corporate co-working space, special motivation of employees and remote working arrangements are prerequisites for this style. A creative style enables a company to make a competitive breakthrough.

A manager who implements a creative management style must start with himself. He or she must be able to see the creative potential of the employee and the role of the individual in the innovation process for effective personnel management.

Research shows that employees who work solely for profit are not particularly creative.

On the one hand, the variety of methods in personnel management and the activation of the employee's innovative potential yields significant results. But on the other hand, a number of management problems arise due to the fact that there is no standard operating procedure in certain situations. A highly skilled manager must be able to choose those methods of seeking out innovative ideas that are most productive for a particular environment and for specific employees.

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