

Daryna Vasianovych
Specialty "Finance, financial affairs and insurance"
Scientific adviser: **A. Roliak**
Associate Professor of the Foreign
Languages Department, PhD
State Agrarian and Engineering University in Podilia
Kamianets – Podilskyi

HUMAN RESOURCE MANAGEMENT AND ENTERPRISE'S ACTIVITIES

Human resource management is the main function of any enterprise. Within the concept of human resources management staff is equated with fixed capital; its costs are considered as long-term investments; personnel planning is intertwined with production and employees become the object of corporate strategy. They actively introduce a group organization of work that is why they focus on team building, the development of people's abilities and the formation of a corporate culture.

Personnel services handle organizational and analytical issues, and support line managers to facilitate employee adaptation within the company. The concept of human relations states that today a person seeks firstly for a way of being socially connected with other people and secondly being a part of this connection, for the economic function that is needed and appreciated by the group[1].

Thus, human resources management is aimed at solving fundamentally new, long-term goals, improving the economic and social efficiency of the organization, maintaining its balance with the environment.

The second issue of our study is staff itself. It is the most difficult object of management in the organization, because, unlike the material factors of production, it is alive, has the ability to make decisions independently, to act, to critically evaluate the requirements, and eventually has subjective interests. Staff is a force of any organization.

Often managers focus on financial, production issues, logistic support, or marketing of finished products, without paying sufficient attention to the people who provide the organization with work in all directions. These mistakes are too costly.

Without people there is no organization. Without human resources no organization can achieve its purpose and survive. Human resource management issues are relevant to all organizations but they are the most noticeable in large organizations[2].

The concept of “Human Resource Management (HRM)” conveys a broad meaning. Because the concept of HRM means the implementation of a number of actions that are needed to create productive relationships between employees of the organization. Human resource management is a strategic and holistic approach to managing the most valuable assets of an organization, namely personnel who individually and collectively contribute to the achievement of organizational goals. Therefore, the specificity of human resources is as follows:

- people are endowed with intelligence, so their reaction to external influences is emotionally rational, making the process of interaction between the employee and the organization two-sided;

- people are capable of continuous improvement and development, and this is the most important source for improving the functioning of the organization;

- in today's society, a person's working life is 30-50 years, so the relationship between the employee and the organization is long-term [5].

An individual is not only the most important element of the production process in an enterprise, but also the main strategic resource of the company in competition. No matter what the great ideas, the latest technologies, the most favorable external conditions, it is impossible to achieve them without well-trained staff of highly efficient work. As a result, human resources management has been changed radically.

One of the decisive resources of the economy of every knowledge-based society is "human capital". Our research reveals that human capital is a form of expression of the people's productive forces, included in the system of socially oriented mixed economy as a leading factor of production.

This new kind of capital shapes a person's potential namely the set of things that a person can use to achieve goals and meet the needs. Today, people are no longer treated as human frames but as human resources and their value as a factor of success is constantly increasing. In the modern world being a highly qualified professional is

challenging and there are an infinite number of areas in which staff of an enterprise can develop. Making decisions about what to focus on can be overwhelming for individuals. Moreover in European countries recently new standards for specialists' professional level were established, bringing significant change in the way of professional competences conceptualization and implementation in almost all the European countries [4].

A contemporary system of human resources management has gradually emerged replacing the old personnel management system. It aims to play a decisive role in ensuring the conditions of competitiveness and long-term development of the organization.

This new system is based on the concept of human resources which determines the need for investment in their formation and development. Unlike the old concept of personnel management it justifies the economic feasibility of the costs associated with attracting a quality workforce, its continuous training, maintaining its working capacity and even creating the conditions for a lifelong identification of the opportunities and abilities embedded in the individual for its future development.

Investing in human resources becomes a long-term factor in the competitiveness and survival of the firm (organization). As a result, personnel costs are not seen as a loss, but human capital investment is the main source of profit[3].

Our study demonstrates that the specificity of human resources is in the following:

- first of all, people are endowed with intelligence, their response to management is emotional, thoughtful, not mechanical, which means that the process of relationships is collaborative;
- second, people are constantly improving and developing;
- third, relationships are based on a long-term basis;
- fourth, people come to the organization consciously, with certain goals and motives.

Therefore, making the conclusion, we must stress, that human resource management is an important component of an organization management system. The

complexity of it is that people are different in nature from other resources and require specific approaches and management methods.

References

1. Belichenko A.G., Zhelyabin V.A. Economics substantiation of economic decisions. Guidelines for practical tasks and independent work for students of ZDIA specialty 7.03060101 "Organization Management" / A. Belichenko, V. Zhelyabin. - Zaporizhia: ZDIA. – 2004. – 94 p.
2. Chikurkova A.D. Small business development strategies in Khmelnytsky region // Economic discourse №4. – 2016. – P. 47-81.
3. Economic analysis: A textbook for students of higher education specialty 7.050106 "Accounting and Auditing" / FF Butinka [Ed.]. – Zhytomyr: PE "Ruta". – 2003. – 680 p.
4. Roliak A.O. Competence-based "Professional Foreign language" Educational Programs for Students of Economic Specialties: Ukrainian through European Dimension / Angelina Roliak // Science and Education a New Dimension. Pedagogy and Psychology, VIII. – 89 (221). – 2020. – P. 15-18.
<https://doi.org/10.31174/SEND-PP2020-221VIII89-03>
5. Keenan T. Human Resource Management / Tony Keenan. – Edinburgh: Heriot-Watt University. – 2015. – 254 p.