

## **CONFLICT MANAGEMENT IN THE SYSTEM OF HUMAN POTENTIAL MANAGEMENT AT THE ENTERPRISE**

**Bilovodska O.A.**

Candidate of Economic Sciences, Associate Professor,  
Senior Lecturer at Department of Marketing and MIA,  
Sumy State University

**Kyrychenko T.V.**

Postgraduate Student at Department of Marketing and MIA,  
Sumy State University

The article describes the essence of human resources and human potential at an enterprise, identifies the main sources and causes of organizational conflicts, as well as the basic technologies of conflict regulation. Revealed that the conflict is an important form of interaction between people and serves as a means of solving many problems and participation in conflict situations can take up to 20% of the working day of that employee.

The practice of entrepreneurship confirms that conflict takes a special place in any team. This is due to the fact that the conflict is an integral part of the life of every enterprise. Accordingly, there is a need for an in-depth study of modern trends in the formation of organizational conflict, how to eliminate them and counter their effects.

One of the major components of the aggregate resource potential of the enterprise is its human resources.

For the integral evaluation of quantitative and qualitative characteristics of human resources as a source of aggregate labour supply, there are used concepts of "labour potential", "human capital", "labour capital".

A complex system that within organizational relationships potentially contains the possibility of conflict at various levels is influenced by a variety of reasons.

There are many causes of conflict. Causes of conflict are phenomena, events, facts, situations that preceded the conflict and cause it under certain conditions.

The root cause of organizational conflict is the impossibility of uniform distribution of resources and equal access to them. This root gives rise to a number of other causes of conflict, which, in turn, are divided into objective, socio-psychological, personal.

It should be noted that successful operation of the enterprise is impossible without effective management. An integral part of such a management is conflict management, which can contribute to the achievement of the objectives of this management but management objectives of the company.

Conflict management is purposeful, due to objective laws impact on its dynamics in the development or destruction of the system, to which refers the conflict.

There are many different methods to prevent and avoid conflicts that can be used in the enterprise. They are based on the objective of creating a favourable environment within the team and the formation of a positive climate.

Thanks to the timely decision, and even better to prevent conflict situations, any company can easily achieve planned financial and economic goals at the expense of a cohesive and productive work team.