

Strategic management by development of personnel as a source of increasing competitiveness of the enterprise

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In the article control system by personnel is considered in intercommunication with strategy of development of enterprise and strategy of management of enterprise a personnel. According to the analysis, it has been established that in most enterprises, workers do not have a fundamental motivation for effective work – this results in a qualitative selection of personnel and its effective use, and therefore it is necessary to develop strategies for management and use of human potential.

According to the world-wide experience, principles of a perfect HR management policy are defined and it is proposed to develop and use individual HR management strategies for enterprises. The role of personnel management strategy to improve competitiveness in the activities and development of enterprises.

Explores the impact of social, economic and organizational factors on implementation of personnel management. Defined place and role of

human resources policy in the personnel management system. Submitted development strategy on the basis of staff development.

The general architecture of HR management business process is worked out; it includes planning, organization, motivation and control as core constituents, and also with pointing out specific features of such elements as “input”, “output”, “control”, “mechanism”. The basic stages of implementation of strategic personnel management (their maintenance and typical features) are presented, they include strategic goal formulation for HR, analysis of external environment and internal potential, strategic alternatives development and strategic choice, application of strategy and monitoring of its realization. An increase of efficiency of activity of enterprise is basis of strategic potential, which influences on his competitiveness, determines directions of subsequent development.