

Role of personnel policy at an enterprise

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The experience of best companies shows that the key to their success and the competitive advantage is in their unique staff. A high level of corporative culture makes a company attractive for talented workers, keeps them inside and their results make a kind of a good reputation for a company they work for. In such a way organizations get more consumers and specialists. The main task of these organizations is to contribute into the workers' growth of potential competence and their professional skills improvement. That is why the study of peculiarities of personnel policy formation and recommendations for its development and actual realization is very important in our country nowadays.

Personnel policy problems are reflected in the works of such writers as: Odehova Y.H., Posherstnyk N.V., Filippova T.I., Shchokina H.V., Shcherbak V.H., Yakovenko O.M, but it still needs a further research.

The main task of the article is to reveal the content of the notion «personnel policy», and to show the peculiarities of staff formation at Ukrainian organizations in conditions of modern society.

The aim of personnel policy is to provide a balance in the staff selection process, its retention and development according to organization needs and requirements of the current legislation and the labour market.

Rules and rights which are basic for personnel activities and administrative influence give the ground for allocation such types of personnel policy:

- passive;
- reactive;
- preventive.

Basic personnel policy's aims are:

- Involvement of the able-bodied citizens into socio-economical and political reforms, mobilizing of human resources to participate actively in a highly effective work;
- Staffing of all kinds of state, social and economic work areas with initiative and competent people who realize the necessity of society changes and are able to implement their ideas;
- Providing the staff improvement and its updating into economic, socio-cultural and state-administrative spheres of society, growth of professional responsibility.