

THE TECHNOLOGY OF QUANTITATIVE ANALYSIS OF INTERNAL AND EXTERNAL ENVIRONMENT FACTORS FOR HR STRATEGY DEVELOPING

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Today there is an increase of scientific interest to the questions of human resource management (HRM) on the whole, theoretical and methodical bases for HR strategy developing too. Methodical tool working out is sent to the adaptation of traditional methodical approaches of strategic management taking into account specific features of personnel management, but to this day it is done not enough in a part of grounding of HR strategic alternatives and initiatives. In addition, the main problem of present methodical tools for strategic analysis – it does not contain tool for numeric and quantitative analysis of external and internal environment factors.

Therefore, the aim of this article is developing of technology for quantitative analysis of factors of external and internal environment for HR strategy grounding and next developing.

For realization of this aim 2 stages of data analysis are offered. First – empiric that tests factors of external and internal environment on such parameters as plenitude, identity and actuality.

The second stage is a quantitative analysis of factors on the parameters of predicativity and volatility. Predicativity suggests to calculate influence of the factor on the achievement of strategic HR aim by the determination of correlation coefficient (R), information value (IV) or comparative rank (CR). Volatility is determined coming from the normal (or Gaussian) distribution or by coefficient of oscillation.

The offered mathematical tool allows forming relevant factor-group for forming strategic HR alternatives that in turn creates foundation for realization of the next stages of strategic personnel management: strategic choice, implementation of strategy and control of its realization.