

SOCIALIZATION OF THE MODERN SYSTEM OF STATE AND CORPORATE MANAGEMENT

Pryiatelchuk O.A.

Candidate of Economic Sciences, Associate Professor,
Department of International Business,
Institute of International Relations,
Taras Shevchenko National University of Kyiv

The social aspect in the management of human resources in the company explains the huge mutual influence of “society – human resources – company”; that is why the focus is on the regulation of labour relations, formation and use of human capital, ethical aspects of the process that must be taken into account in the construction of corporate and public management.

In addition to modern trends of socialization of management in the concepts of staff of the company, a significant impact of the resource of the economy and society as a whole should be considered. It is necessary to conduct a comprehensive assessment of the social dimension in the management of the company and business in general. Development of human resource, a set of their new knowledge and skills increases the overall competitiveness of the country's healthier society, contributing to its quality playback.

Taking into account the social impact in building management systems is important both for achieving the productivity and effi-

ciency of the company and for the strengthening of the company position in the global competitive space. The presence of the social component is the latest competitive advantage of a company in both national and regional and international market. For modern management system, discussions about directions and methods of functioning and development of the company with the interests of customers, employees, community members, environmental protection, and so on are suitable. So we can talk about the latest philosophy of management, thinking of management of a firm with regard to social (often social and environmental) component.

Socialization of business as a guarantee of effective management is taken into account at the level of building organizational structure and management system of an individual firm and in the process of building a system of strategic economic and social development of individual regions and the country as a whole.