

Секція 3
*Підприємництво як фактор економічного розвитку
національної економіки*

**HUMAN RESOURCE AS A FACTOR IN THE SUCCESSFUL
DEVELOPMENT OF THE NATIONAL ECONOMY**

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Recently, in working with personnel, the market approach has been prevailing, in which labor is considered as a product of marketing: labor, its conditions, the jobs themselves. In this case, two main concepts were used.

The first talks about considering the tasks of the staff as marketing in a general sense. That is, the staff is considered as an internal and external client of the organization. The purpose of this attitude to the staff is the optimal use of human resources by creating the most optimal working conditions that will increase the efficiency of each individual employee, creating a partner in his person and a favorable attitude towards the enterprise. So, this concept is somewhat consonant with the cooperatives known in Soviet times. Usually, this method is new in our country, it is becoming more and more widespread, especially among companies working with foreign economic activity.

Another concept refers to a more "narrow" analysis of external and internal factors of influence, as well as the development and implementation of personnel measures.

Mainly, what distinguishes these two principles is the definition of personnel management as part of personnel policy in relation to personnel, implemented through the development of a target system, business assessment, career management, motivation, encouragement, etc. But another principle distinguishes this activity in a separate list of works, not included in the task of the personnel service.

These two concepts generally implement one type of activity, however, what remains in common is that this is a set of interrelated actions for the formation and implementation of an action plan for personnel.

The initial data for the above actions is the analysis of external and internal factors influencing the enterprise. So the following conditions of the organization are considered external factors as the object of management cannot introduce changes, while taking into account the need to correctly determine the quantitative and qualitative needs for personnel, the possibilities of satisfying these needs are considered no less important. The external factors that determine the content of personnel marketing include the following factors: the development of technology, the development of legislation, the characteristics of social needs, the personnel actions of competing firms, the general economic situation in the country.

The use of the following factors of influence provides additional opportunities

for the effective use of the existing human resources of the enterprise.

It is necessary to develop practical recommendations for working with personnel, as well as to identify and resolve issues in this aspect of the enterprise. Comprehensive measures in the selection, training and placement of personnel are an important factor in increasing work efficiency, especially in industries where high technologies are used.

So we can conclude that personnel management is an important "puzzle" in the overall "picture" of company management. So there are principles that determine the success of this process: the use of the personal potential of each worker through an attentive attitude to the needs, motives, values of this individual. An appropriate attitude will lead to the complex activity of the worker as a subject of production activity and more efficient use of his knowledge, skills, qualifications in achieving the goals set at the enterprise (in this aspect, the strategic goal of the organization is understood).

Summarizing the above, we can conclude that in modern conditions of globalization, human potential is an important factor in increasing the efficiency and competitiveness of an enterprise. A person with a high level of professional training is an important component of the success of the enterprise in the current and long term, as well as an important factor in the development of the organization. Therefore, the possibility of creating this competitive advantage is the process of vocational training to eliminate shortcomings in the production activities of the enterprise as a whole, while an additional bonus is the reduction of "staff turnover".

ЗМІСТ ПЛАНУ МАТЕРІАЛЬНО-ТЕХНІЧНОГО ПОСТАЧАННЯ ТА ОРГАНІЗАЦІЯ ЙОГО ВИКОНАННЯ

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Під матеріально-технічним постачанням розуміється сукупність організаційних і технічних заходів, що забезпечують своєчасну доставку підприємству матеріальних цінностей (сировини, матеріалів, палива і т. д.), необхідних для нормальної та ритмічної роботи виробництва, в обсягах, передбачених за планом.

Робота з організації та планування матеріально-технічного постачання на підприємстві полягає у визначенні потреби в сировині та матеріалах, організації їх отримання від постачальників, приймання, зберігання та передачі у виробництво. При цьому основними завданнями всіх ланок служби матеріально-технічного постачання є:

- своєчасне постачання виробничих одиниць, цехів та ділянок необхідною сировиною, матеріалами та паливом відповідно до встановленого плану постачання;