

SECTION 4. ECONOMY AND ENTERPRISE MANAGEMENT

Lysak V.Y.

Candidate of Economic Sciences,
Senior Lecturer at Department of Business Economics
Kamianets-Podilsky Ivan Ohienko National University

Tkachuk V.V.

Candidate of Economic Sciences,
Senior Lecturer at Department of Business Economics
Kamianets-Podilsky Ivan Ohienko National University

Oliinyk O.S.

Senior Instructor at Department of Business Economics
Kamianets-Podilsky Ivan Ohienko National University

ENTERPRISES' PERSONNEL MANAGEMENT

The essence of personnel management is identified as a purposeful impact on the formation of the competence and personnel activity through effective use of resources and social responsibility on purpose of achieving the mission and objectives and reconciling the interests of stakeholders to ensure effective development of enterprises on the basis of innovation.

Theoretical principles, methodological and practical aspects of management of the formation processes, development and efficient use of industrial enterprise personnel are envisaged in the dissertation. Content of the concept "enterprise personnel" is defined as an object of strategic analysis; basic methodological approaches to the evaluation of its development level are systematized; scientific and methodological basis for integrated evaluation of the effi-

cient use of industrial enterprise personnel is formed.

Modern approaches of the personnel services of enterprises producing alcohol to the work with the staff are analyzed, the existing problems in the formation of personnel and evaluation of its efficient use are distinguished. The necessity of implementation of innovative forms of management of enterprise personnel development is proved.

Strategic directions of work with the personnel of enterprises producing alcohol are allocated. Scientific and methodological guidelines for predicting the influence of structural and dynamic characteristics of personnel on its productivity are formed. The system of management of the enterprise personnel development considering its structure and of certain categories of workers is developed.