

РОЗДІЛ 3. ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ

STRENGTHENING THE HUMAN RESOURCE MANAGEMENT AND IMPROVING THE ENTERPRISE COMPETITIVENESS

ЗМІЦНЕННЯ УПРАВЛІННЯ ЛЮДСЬКИМИ РЕСУРСАМИ ДЛЯ ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВА

At present, human resource management, as the key to corporate management, is crucial to the improvement of corporate competitiveness. This article focuses on strengthening human resource management and enhancing corporate competitiveness, combining the latest human resource management and corporate core competitiveness theories at home and abroad, using the analysis method of theory and practice, discussing the above topics for corporate practice, and addressing the problems. Put forward countermeasures and suggestions to strengthen human resource management and give full play to the role of human resource management, in order to provide a certain theoretical basis for the standardized and scientific management of enterprises. The competition for talent is the core of competition between companies. In modern business management, human resource management runs through the entire process of business management. From the formulation of corporate strategic goals to the implementation of goals, human resources are always at the core.

Key words: human resource management, enterprise competitiveness, countermeasures, corporate practice; business management.

В настоящее время управление человеческими ресурсами как ключ к корпоративному управлению имеет решающее значение для повышения корпоративной конкурентоспособности. В этой статье основное внимание уделяется укреплению управле-

ния человеческими ресурсами и повышению корпоративной конкурентоспособности, объединению новейших теорий управления человеческими ресурсами и основной корпоративной конкурентоспособности в стране и за рубежом, использованию метода анализа от теории к практике, обсуждению вышеуказанных тем для корпоративной практики и решению проблемы. Выдвигаются контрмеры и предложения по усилению управления человеческими ресурсами, и в полной мере отыгрывается роль управления человеческими ресурсами, чтобы обеспечить определенную теоретическую основу для стандартизированного и научного управления предприятиями. Управление человеческими ресурсами на предприятиях должно быть ориентированным на людей, создавать хорошую рабочую среду для работников и максимизировать потенциал работников, чтобы достичь больших показателей деятельности компании. Управление предприятием должно отказаться от традиционных концепций управления человеческими ресурсами, создать современные концепции управления и осознать общий рост компании и работников.

Ключевые слова: управление человеческими ресурсами, конкурентоспособность предприятия, контрмеры, корпоративная практика, управления бизнесом.

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В даний час управління людськими ресурсами, як ключ до корпоративного управління, має вирішальне значення для підвищення конкурентоспроможності підприємств. У цій статті основна увага приділяється зміцненню управління людськими ресурсами та підвищенню корпоративної конкурентоспроможності, поєднанню останніх теорій управління людськими ресурсами та основних теорій конкурентоспроможності в країні та за кордоном, використанню методу теоретичного та практичного аналізу, обговоренню вищезазначених тем для корпоративної практики та вирішенню питань проблеми Треба висунути контрзаходи та пропозиції щодо посилення управління людськими ресурсами та повною мірою відіграти роль управління людськими ресурсами, щоб забезпечити певну теоретичну базу для стандартизованого та наукового управління підприємствами. Конкуренція за талант є стрижнем конкуренції між компаніями. У сучасному управлінні бізнесом управління людськими ресурсами проходить через весь процес управління бізнесом. Від формулювання корпоративних стратегічних цілей до реалізації цілей, людські ресурси завжди лежать в основі. Суб'єктивна ініціатива людей може не тільки творчо прискорити розвиток підприємств та соціальний прогрес, але в той же час може продовжувати впроваджувати інновації та прогресувати, пристосовуючись до змін та вимог навколишнього середовища. Якісні таланти, які швидко адаптуються до соціального розвитку, є важливим проявом сили підприємства. Тільки надаючи повну силу здатності та винахідливості видатного професійного та технічного персоналу, підприємство може сприяти реалізації своїх стратегічних цілей, тим самим значно підвищуючи свою конкурентоспроможність та загальну силу. Управління людськими ресурсами на підприємствах повинно бути орієнтованим на людей, створювати гарне робоче середовище для працівників та максимізувати потенціал працівників, щоб досягти більших показників діяльності компанії. Управління підприємством повинно відмовитись від традиційних концепцій управління людськими ресурсами, створити сучасні концепції управління т та усвідомити спільне зростання компанії та працівників.

Ключові слова: управління людськими ресурсами, конкурентоспроможність підприємства, контрзаходи, корпоративна практика, управління бізнесом.

Formulation of the problem. This article considers the following questions: as the first major element of productivity, manpower is the source of wealth creation; human resource management plays an important role in strengthening corporate management performance, enhancing human capital,

and reducing production costs by strengthening labor management and planning.

Human resources are the core of modern enterprise management. To carry out normal production and operation activities, enterprises must first have sufficient human, financial, and material resources.

With the advent of the knowledge and information explosion era, competition between companies is no longer limited to competition in terms of capital and raw materials. The competition for talent is the core of competition between companies. In modern business management, human resource management runs through the entire process of business management. From the formulation of corporate strategic goals to the implementation of goals, human resources are always at the core. People's subjective initiative can creatively accelerate the development of enterprises and social progress and, at the same time, continue to innovate and make progress by adapting to changes and requirements of the environment. High-quality talents who quickly adapt to social development are an important manifestation of the strength of an enterprise. Only by giving full play to the ability and ingenuity of outstanding, professional and technical personnel, an enterprise can promote the realization of its strategic goals, thereby greatly enhancing its competitiveness and overall strength [1, pp. 7–8].

Analysis of recent research and publications.

We tried to take the research of human resource management countermeasures to enhance the core competitiveness of enterprises as the subject, combined with the latest human resource management and enterprise core competitiveness theories at home and abroad, and use the analysis method of theory and practice to conduct business-oriented discussions on the above topics. Finally, the following questions are raised, and the solution strategies are developed. The depth of research in the HR subfunctions has grown enormously over the years and some areas, such as Human Resource Development, can legitimately claim to be fields in their own right. Regular reviews testify to this depth while pointing out the way, in which human research often remains 'silo based' and, thus, poorly connected to the wider set of HR practices and to broader workplace problems.

Setting objectives. The current problems of human resources in business management:

1. Insufficient understanding of the importance of human resource management.

Although with the rapid development of economy and society, enterprises pay more attention to talents, but in the management process of enterprises, there is still a phenomenon of focusing on production and neglecting training, focusing on efficiency and neglecting culture, which is important to human resource management. Inadequate understanding. Some companies are only busy recruiting workers, but neglect the training and promotion of employees. They are relatively backward in the concept of employee management, cannot retain talents and build a broad platform for employees to display their enthusiasm.

2. Lack of a reasonable performance appraisal and evaluation system. Human resources are different from other resources. It needs a reasonable and effective incentive mechanism to stimulate efficiency. However, many companies often ignore this point. They lack a reasonable and scientific performance appraisal and evaluation system, which severely hurt their employees.

Workers' enthusiasm, initiative and creativity have led to the gradual disappearance of the vitality of the company, and when employees lose confidence in the company, employees will switch jobs or become passive.

3. Human resource management planning is unreasonable. Although under the market economy system, the development of enterprises must follow the modern enterprise management system, but because the concept of human resource management has not been introduced in China for a long time, many enterprises still follow the traditional development model to carry out employee management, resulting in the lack of long-term vision in the planning and management of human resource management. The formulation of personnel and assessment systems is relatively random, which cannot fully meet the needs of rapid development of the enterprise, which has brought negative aspects to the development of the enterprise. In particular, the management level of the enterprise has uneven quality levels, lacks the necessary management level, has unreasonable human resources management planning, and cannot give full play to the role of human resources [2, pp. 15–16].

Solutions. Research on the Countermeasures of How to Strengthen the Management of Human Resources.

1. Change concepts and attach great importance to human resource management. Human resource management in enterprises should be people-oriented, create a good working environment for employees and maximize the potential of employees, so as to achieve greater company performance. First of all, as the company's management, human resource management should be included in the important agenda of corporate management, starting from the overall planning of the company, standardizing human resource management, and maximizing the use of human resources. Enterprise management should lead by example, abandon traditional human resource management concepts, establish modern talent management concepts, and realize the common growth of the company and employees. Secondly, starting from the company's overall plan, it is necessary to update the human resource management concept, optimize the human resource structure, attract outstanding talents, establish a stable talent team, and provide a platform for the rapid growth of every employee [3, pp. 11–12].

2. Scientific planning to improve the efficiency of human resource use, recruiting and attracting talents are the primary tasks of human resource management at the enterprise. To truly give full play to the role of human resource management, scientific planning must be carried out to improve the efficiency of human resource use. In modern enterprise management, in order to improve the efficiency of the use of human resources, we must first improve the human mechanism. When the market environment continues to change, companies should promptly modify and formulate new employment systems in accordance with the changes in the competitive environment, and constantly achieve self-improvement on the basis of innovation to prevent human resource management from becoming a factor that hinders the development of the company. A sound human resource management system must be formulated in every link from employee learning and training to promotion. Secondly, we must plan the allocation of resources scientifically. Human resource investment is an important part of capital investment, and the level of management efficiency is directly related to the rationality and effectiveness of resource allocation. Enterprises should proceed from the company's overall planning and development goals, and optimize the deployment of limited human resources, so that the smallest input can achieve the largest output, thereby ensuring the improvement of human resource efficiency [4, pp. 21–23].

3. The rewards and punishments of a sound human resource incentive mechanism are clear. A sound incentive mechanism is the key to the role of human resource management. An effective incentive mechanism mainly includes: scientific employment mechanism, fair competition mechanism and reasonable remuneration mechanism [5, pp. 15–16]. First of all, in terms of scientific employment mechanism, it is necessary to fully understand the working ability and advantages of employees, and arrange positions reasonably according to the job requirements of employees to ensure that employees can play their talents in their own good positions and realize their own value. Secondly, it is necessary to vigorously improve the human resources competition mechanism. For the long-term development of an enterprise, there is competition and vitality. If there is no fair and just competition mechanism, but instead of ranking outstanding talents according to their seniority, it will dampen the enthusiasm of employees and is not conducive to the long-term development of the company. Third, actively improve the reasonable compensation mechanism, break the traditional average distribution model, ensure that employees' income and pay are consistent, and achieve clear rewards and punishments, so as to maximize

employees' own potential and mobilize employees' enthusiasm [6, pp. 9–10].

4. Integrating needs to improve the company's employee training system carrying out employee training is an important measure for companies to optimize the structure of human resources and have high-quality talents. First of all, it is necessary to formulate a scientific and rigorous training plan based on needs, and adopt diversified training methods such as teaching method, apprenticeship, seminar, participatory, job rotation, video method, simulation method, distance education, etc. The management and other employees carry out pre-employment education, professional skills, emotional intelligence and other different content training, through training to enhance employees' recognition of corporate culture and company philosophy, master multiple skills, improve employees' comprehensive professional qualities, and enable employees to adapt quickly. Environment, competent for the job. Promote the long-term development of enterprises.

Human resource management is an important support for an enterprise's development strategy and a manifestation of competitive advantage. Enterprises must start with improving the efficiency of human resources, improving mechanisms, training, and give full play to the role of human resources in order to continuously improve their competitiveness and comprehensive strength.

Conclusions. Most modern companies have more or less problems in human resource management, but they are always the same. As long as the following principles are ensured, the company will make great progress in human resource management:

1. Clarification of the importance of human resource management and its integration into the corporate culture.

2. Performance management innovation: the quality of the performance evaluation system directly affects the enthusiasm of employees or indirectly affects the quality of the company's products.

3. Incentive system innovation, the creation, utilization and value-added of knowledge, and the rational allocation of resources will ultimately depend on knowledge carriers – knowledge employees. Therefore, if an enterprise wants to obtain and maintain a lasting competitive advantage, it must establish a good incentive mechanism to stimulate the initiative, enthusiasm and creativity of knowledge workers.

4. Establishment of a learning organization. A learning organization is an organization that "continuously innovates and progresses, where employees can continuously break through their own ability limits, create ideal results, cultivate new, forward-looking and open thinking methods, and strive to achieve common Ambition" [7, pp. 14–15].

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