

**IMPROVEMENT OF THE PERSONNEL POTENTIAL OF TRANSPORT
CONSTRUCTION ENTERPRISES UNDER THE INFLUENCE OF FACTORS OF
STRATEGIC DEVELOPMENT**

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Research methodology. The results are obtained by applying the following methods: dialectical approach – in the study of the economic characteristics of the activities of the transport construction enterprises; theoretical generalization and systems analysis – the study of methodological and practical approaches to the assessment of the performance of the staff of the transport construction enterprises; abstract-logical method – for substantiation of conceptual fundamentals of improvement of personnel capacity; analysis and synthesis – for substantiation of actions for improvement of personnel potential of the enterprises of transport construction in terms of strategic development.

Results. It is shown that to increase the efficiency of construction and operation of objects of transport construction in terms of strategic changes associated with the reform of the sector, the application of a number of measures aimed at increasing the level of adaptation of workers to modern economic conditions is crucial. First and foremost, it is proper organization of work and financial motivation.

It is established that the condition of objects of transport construction under dynamic loads, temperature and other influences are constantly changing. This creates great difficulties in determining the amount of labor spent during a certain period of time. Control of labour costs is possible by the selective nature of maintenance works. However, depending on the working conditions, availability of vehicles, their use, equipped with means of small mechanization, the organization of labor and the level of adaptation of the personnel may be different. It is necessary to apply the appropriate salary system.

Novelty. As a result, the study identifies a number of measures to improve personnel potential of the enterprises of transport construction in terms of strategic development.

Practical value. The proposed changes in the system of material incentives in terms of strategic development will promote the improvement of personnel potential of the enterprises of transport construction and operation, its adaptation to new environment.

Keywords: transport construction, adaptation of personnel, strategic development, human resources, financial motivation.

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