

THEORETIC FOUNDING AND DEVELOPING STRATEGIC GOAL OF HR-MANAGEMENT

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Research methodology. Complex research of strategic management allowed defining logical sequence of activity in relation to forming of strategic aim of personnel management using deductive method. On the basis of structure and logical analysis of personnel role at the enterprise, dual descriptions of personnel are determined. These descriptions (dual features) are formed according to their impact in process of formation of enterprise activity results. Statistical methods (relative sizes and extrapolation) are applied for the calculations of the actually attained and target values of certain strategic HR-goal in the conditions of concrete enterprises of processing industry.

Results. The place and value of strategic HR- goal, stages of its forming are investigated. The presented approach to forming of strategic goal in area of personnel management contains concrete recommendations in relation to the order of forming strategic HR-goal. Personnel cost breakdown is substantiated, which allows taking them into account and providing correct assessment of labour resource efficiency. Coefficient of balanced of dual descriptions of personnel is offered as a universal index for measuring or HR-goal. It allows to take into account the differently directed influence of personnel on the results of enterprise activity, as well as direct the activity at the achievement of greater positive result using of human capital.

Detailed working out of methods and ways of achievement of strategic goal must be represented in staffing strategy of enterprise. The methodical tool of its development is issue of further research. The calculations of offered index are executed and strategic goals are substantiated in area of personnel management of concrete enterprises.

Novelty. The universal index of balanced of dual descriptions of personnel is offered, which, unlike the traditional long-term special-purpose reference-points of personnel management, integrates the differently directed displays of human capital as a requiring paid resource and source of creation of value added.

Practical value. The offered methodical recommendations allow formalizing activity in relation to forming strategic HR- goal, grounding the special-purpose reference-point in area of

personnel management using statistical methods, and focusing activity on the increase of personnel effectiveness.

Keywords: personnel management, strategic goal, strategy, HR-goal, «tree of goals», map of strategies, labor productivity, added value, personnel costs.

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