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**СОВЕРШЕНСТВОВАНИЕ ОЦЕНКИ ТРУДА ПЕРСОНАЛА  
И ЕГО АТТЕСТАЦИЯ В СФЕРЕ ИНТЕРНЕТ-ТОРГОВЛИ  
IMPROVING THE EVALUATION OF STAFF WORK AND ITS CERTIFICATION  
IN THE FIELD OF ONLINE COMMERCE**

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**Аннотация.** В настоящее время труд ассоциируется как сознательная целенаправленная созидательная деятельность, в которой прикладываются людьми внутренние и внешние усилия для нужного результата в получении материальных потребностей. Абсолютно каждый труд должен быть оценен рационально и правильно, чтобы избежать убытки на предприятии.

**Abstract.** Currently, labor is associated as a conscious purposeful creative activity in which a person applies mental and physical efforts to obtain a useful result in satisfying his material and spiritual needs. Absolutely every work must be evaluated rationally and correctly in order to avoid losses in the enterprise.

**Introduction.** To date, the assessment and certification of employees' work is one of the most important tools within the enterprise, which in the future will help to get the desired result. In order to use the staff's labor rationally, it is necessary to be guided by the planned goals of the company, so that the personal interests of employees are satisfied, and also that all labor norms and laws are observed in the course of work.

**The main part.** Today it is considered that the definition of "assessment" is much broader than the definition of "certification". Personnel assessment is the process of determin-

ing the level of effectiveness of personnel in the implementation of tasks and organizations in order to accumulate information necessary for making further management decisions. With the help of evaluation, the manager can take the right personnel tasks:

- reduce the likelihood of hiring incompetent workers;
- reduce the share of costs associated with staff training;
- increase the number of correct decisions made in relation to employees and increase the motivation of employees to work;
- implement programs for the further development of employees.

There are a huge variety of ways to evaluate employees. Such methods are often found: testing, questionnaires, interviews and many others. As practice shows, a better method of evaluating work will be a combination of written and verbal exercises. Personnel certification is an official personnel evaluation process of employees, conducted in a certain order at set intervals, whose task is to determine the level and quality of a person's work, as well as to determine the possible potential of an employee. One of the most important tasks of the certification is to determine the real level of skills and knowledge of the employee, followed by an analysis of the results obtained to the level of compliance with the position held in the company. In addition to all of the above, it is safe to say that it allows you to create a separate level of remuneration based on the results of certification. The most correct decision will be considered to be made after receiving the results of the staff's professional aptitude test, which will reduce misunderstandings between employees and management. In practice, this can be done with the help of a personal conversation between the employee and the boss, where all the results that the employee has achieved during the period of work and those that have not been fulfilled, as well as the likelihood of these results being fulfilled in the next period, will be discussed. Thus, each employee of the organization will present the company's development plan and the criteria that the management wants to see fulfilled by this employee.

Also, the certification helps to get the necessary information that will help in the future to make the right decision about the fate of the employee: to dismiss him or not. A decision based on the results of the certification will not be subject to criticism from the dismissed person, since poor results will indicate the inefficient work of the employee.

Let's consider the scheme shown in Table 1, the criteria for the effectiveness and work of personnel management services are presented.

Table 1 – Criteria for the effectiveness and operation of personnel management service

Criteria for evaluating personnel management	
Subjective	Objective
Trusting relationships between employees	Quality and speed of project execution
The speed of solving the issues raised	Speed of fulfillment of requirements, orders and various tasks
High quality assessment of the services provided to the management	Dynamics of requirements fulfillment
Efficiency and speed of solving tasks	The ratio of department losses to the number of employees

**Conclusion.** Thus, the evaluation of the work of personnel plays an important role in obtaining a good result in the enterprise. The lack of qualitative assessment methods may allow the firm to miss a capable employee and hire an employee who will work to the detriment. Also, the results obtained during the evaluation can be considered one of the most important elements of employee management, as they help to make the right decision, which will allow the organization to achieve its goals and hire qualified personnel to fulfill these goals.

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### ДАРОЖНАЕ БУДАЎНІЦТВА І НЕГАРЭСУРСЫ HIGHWAY ENGINEERING AND NEGA-RESOURCES

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**Анотацыя.** У артыкуле разгледжана актуальная праблема адказнага фінансавання дарожнага будаўніцтва, як злучнай галіны народнай гаспадаркі. Прапанавана магчымасць рэалізацыі канцэпцыі негарэсурсаў у дарожным будаўніцтве, паколькі яно сёння мае мноства тэхналогій, якія або рэалізаваны цяпер, або могуць быць рэалізаваны ў бліжэйшы час, пры прымяненні якіх утвараецца вялікая колькасць негарэсурсаў. Так улік негарэсурсаў у жыццёвым цыкле транспартных збудаванняў, а таксама стварэнне сістэмы матэрыяльнага стымулявання на аснове негарэсурсаў, дасць магчымасць забяспечыць устойлівасць дарожнага будаўніцтва, а разам з тым і ўстойлівага развіцця краіны і рэгіёну ў цэлым.

**Ключавыя словы:** дарожнае будаўніцтва, адказнае фінансаванне, адказнае спажыванне, негарэсурсы.

**Abstract.** The article deals with the actual problem of responsible financing of highway engineering as a linking branch of the national economy. The possibility of implementing the concept of nega-resources in highway engineering is proposed, since today it has many technologies that are either currently implemented or can be implemented in the near future, the use of which generates more nega-resources. So taking into account nega-resources in the life cycle of transport facilities, as well as creating a system of material incentives based on nega-resources, will ensure the sustainability of highway engineering, and at the same time the sustainable development of the country and the region as a whole.

**Key words:** road construction, responsible financing, responsible consumption, nega-resources.