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PERSONNEL POLICY AND BUSINESSSTRATEGY MISTAKES

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Resume – This article discusses the features of personnel policy and describes its goals and objectives. The typology of personnel policy is presented. The main mistakes made in the development of a company strategy affecting its success are shown. Recommendations to improve the strategy of the enterprise are given.

Резюме – В данной статье рассматриваются особенности кадровой политики и описываются ее цели и задачи. Представлена типология кадровой политики. Показаны основные ошибки, допущенные при разработке стратегии компании, влияющей на ее успех. Даны рекомендации по улучшению стратегии предприятия.

Introduction. The market economy requires finding the solution to many problems. To solve this problem, solutions and tasks are needed, as well as to achieve their goals. The development strategy of the enterprise, as well as the policy framework, is based on the internal resources and traditions of the enterprise, as well as the capabilities of the external environment.

Main part. Personnel policy is a set of instructions, regulations and standards. This is a complete and integrated model with regard to personnel behavior. The staff, namely the staff. In turn, the organization consists of managers at all levels of management and personnel service. Personnel policy that is not based on administrative aspects of working with the state, and takes into account all economic factors and efforts aimed at ensuring that staff provide effective work by encouraging.

The tasks that require personnel policy decisions may be as follows:

- 1) a focus on the convergence of the interests of the enterprise and the employee.
- 2) pursuit and conquest of high productivity
- 3) an improvement of production efficiency
- 4) an acquisition of the organization of the most cost-effective results at low cost
- 5) team cohesion and a favorable climate for staff.

Additional objectives of personnel measures are divided into several types:

1) Economic goals - is to ensure the competitiveness of the enterprise, attracting profits and minimal costs. Personnel solutions to optimize the ratio of labor productivity and personnel costs.

2) Social goals are formed in order to improve living and working conditions, labor costs, social security.

It also allows you to select its various types.

Typology of personnel policy:

–Active (rational) is divided into closed and open KP. In the open access, any qualified worker without his previous work experience, which has drastic differences with a closed KP, which involves the promotion of an employee in the service only in case of dismissal of the previous one.

–Passive - has no clearly defined actions, and the whole solution is to reduce the consequences for the company.

–Preventive (reinsurance) - the availability of effective solutions for improving relations in the team is accompanied by a lack of funds for this process.

–Reactive — there are conflicts in the state, but there is no overall predictable picture of further development.

If you have a definite goal, then it must exist. American economist Michael Porter believes that the idea of creating any kinds of activities, coordinating the selected levels. Levels, types and types of strategies are known, but errors are rarely mentioned. Typical mistakes are made when developing a company strategy:

1) Only a few people from the top management team are involved in the development. In extreme cases, the strategy is written by the first person of the company.

2) The basis of those who have strengths.

3) The strategy can be focused only on the achievement of any indicators, mainly financial ones.

4) Strategy is an order. Such a strategy is developed as a rigid plan and is always overly detailed.

5) The individual preparation of the document and its subsequent editing are conducted alternately, which reduces the full potential of the management team as an expert group.

6) The main thing is to set the direction. The development of benchmarks is conducted in isolation from the development of the implementation plan for the strategy. Often, management believes that a good strategy will be implemented automatically.

7) Sometimes not enough attention is paid to risk assessment and the availability of necessary resources.

From each error, you can extract the opposite recommendation. In order to properly develop and successfully implement a strategy, it is necessary to analyze market factors that are constantly and strongly changing, which can adversely affect the success of the enterprise and contribute to its crisis. Therefore, first of all, a microeconomic analysis of supply and demand is carried out, and the level of competition in a certain system of indicators is also studied. It is necessary to build clear, pragmatic and feasible strategies. After all, this is the key to success.

Conclusion. Thus, in a market economy, one of the decisive factors in the efficiency and competitiveness of an enterprise is to ensure a high quality of human resources. Target personnel policy can be solved in different ways, the choice of alternatives is quite wide.

Constant changes in the market lead to the need to apply a strategic approach to the enterprise business system. And the most important task of the strategy is that it is necessary to raise the enterprise from its present state to a new level.

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THE IMPACT OF SOCIAL NETWORKS PROFILES IN THE PROCESS OF HIRING

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Resume – This article covers the possibility of analyzing social network profiles of potential employees during the process of hiring, includes the advantages and disadvantages of such criterion as well as the degree of popularity of SN in general.

Резюме – В данной статье анализируется возможность изучения профилей потенциальных сотрудников в соц. сетях при найме на работу, приводятся аргументы как в пользу, так и против данного критерия, а также освещается степень популярности социальных сетей в целом.

Facebook was not originally created to be a company. It was built to accomplish a social mission - to make the world more open and connected. [1]

Mark Zuckerberg

Introduction. If you're going to ask me what I can't definitely imagine my life without, the answer will obviously be as follows: family, friends, taking photos, sunsets and of course social networks. iPhone screen time informs me I spend around 1,5 hour per day connected to the SN. And I assume to be not the only one doing stuff like that which can be proved by a little research I've conducted. It showed that the average time my friends spend in SN per day is around 3 hours and 42 minutes. Sounds weird, doesn't it?

Currently we're inclined to be extremely digital and it does make sense. As Generation Z we're used to be online and it's obvious that social networks are highly popular, we get acquainted and establish relations there, we share our thoughts there, we literally live there which leads to the consequence that social networking is to be deeply analyzed as a criterion of hiring.