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**MODERN METHODS HR-MANAGEMENT**

**Abstract.** One of the key factors in organizing the production of any type of goods and services is labor. Along with investment capital and working capital, the labor collective is the most valuable capital owned by the enterprise. Modern requirements and scientific and technological progress determine changes in the requirements for professional skills and abilities of employees, their social and cultural level of development and psychological qualities. Effective personnel management is directly related, not only to the payment of his labor activity, but also to the training of the team, the evaluation of work results and professional development. The problem of improving the personnel management mechanism is not new, but its relevance is not decreasing, but only gaining momentum, which is described in detail in the article by the authors.

**Keywords:** personnel, HR manager, professionalism, management, methods.

**INTRODUCTION**

Under the quality of the personnel management system is understood as “the totality of the essential features of the management system, which determine its ability to be used for its intended purpose”. Significant features of the management of the labor collective include integrity, controllability, openness, the ability to dynamic changes, stress resistance, etc. An effective personnel manager will not be limited only by the above-mentioned features of the management system. He will certainly take into account the structural and functional characteristics of the enterprise. If the HR manager whom you intend to hire to increase the efficiency of your team will pay attention to the composition, relationships, organization of labor, the scale of the enterprise, its economy, effectiveness, efficiency, efficiency, activity and productivity of the staff, you are on the right track.

**MAIN PART**

The quality of the management system requires evaluation, both from the head and from the manager. You can evaluate the system according to the goals, structure, number of personnel of the personnel management service, their qualifications, the number of open vacancies, personnel selection methods, the availability of training programs, labor regulations, etc. Relying on the personnel manager, the manager must be sure that he takes into account two aspects of the organizational process as management problems: socio-psychological and organizational-technical. In other words, an effective HR manager must know all the necessary areas, methods and ways by which the manager can influence his subordinates and direct their organizational behavior to achieve production results. Possessing certain principles of functioning of management for personnel, you can build an effective labor system at the enterprise and have the necessary levers for managing your team. When examining the internal processes of your enterprise, the personnel manager should also adhere to these principles. The presence of pivotal managerial qualities helps to create the foundation for professional managerial development. An effective manager should not be afraid of unfulfilled tasks and staging new tests by the leader. Stress tolerance and determination are one of the most important psychological qualities of your future HR manager.

The leader must understand that many managers, knowing their weaknesses, do not want to improve. In such cases, realizing that they cannot cope with the task or difficult situation, imperfect HR managers will be willing to avoid circumstances provoking their own insecurity.

It is especially important for the effective work of the personnel manager to properly manage his time, using modern time management techniques, be able to delegate authority and distribute responsibilities between subordinates.

Human resources management is closely related to the labor market, which has a serious impact on the formation of human potential and the level of professional competition. A decrease in unemployment in the country leads to an increase in demand for labor. Economic instability actually affects the rapid rotation and staff turnover.

To avoid these issues, an effective HR manager should take the initiative in creating a system for innovative development of your enterprise, involve in training employees of the company and heads of departments, increase not only your personal professional qualification level, but also offer various training methods for the head of the enterprise and directors of directions. Previously, personnel management was considered the prerogative of human resources departments, administration and specialists in labor law, but today each employee is considered as a strategic factor determining the success and, if you like, survival of the company in the most difficult market conditions. And this determines the change in the role of the service for work with the personnel of the enterprise, a different view on the formulation of the very issue of personnel policy, which went beyond the walls of the personnel department.

Naturally, there is a tendency to unite in a single direction the various aspects of working with staff. The discipline, which today in universities, as a rule, is called "Personnel Management at the Enterprise", or "Production Management of Personnel", should, apparently, take its proper place in production management.

To some extent, the science of labor, which purely theoretically interprets such a factor as "labor," can serve as the base or starting point of this line of activity. However, a much larger role for personnel management in the enterprise is played by practical principles focused on relations between people, decision-making in the field of personnel management and its inclusion in the enterprise management system.

So in the analysis of employees working at the enterprise, determining the needs for new personnel and the need to make changes in their placement in jobs, decision-oriented beginnings dominate. The issues of personnel management, building a hierarchical structure of subordination, stimulation and motivation are based on the principles of establishing business relations in a team. The management of personnel costs, the collection and processing of personnel information have systematic beginnings.

Today, the issues of personnel management of enterprises are more and more transferred to functional units. Therefore, the tasks of team leadership have come to the fore personnel management becomes part of the general doctrine of economics, organization and production management, understood as "general management" ("general management").

If you clearly follow the concepts of management, then we can distinguish the main goals in the field of personnel management:

- a) planning (mental anticipation of events);
- b) leadership (setting goals and monitoring implementation);
- c) organization (provision of material resources and personnel).

These are the three main functions, in addition to which the secondary functions of personnel management are investigated. First of all, it is computerization as a technical support for the electronic processing of personnel data. Of these, clearly defined areas of personnel management follow:

1. Analysis of the working staff. An information base is being created for staffing events.
2. Determination of staffing requirements. The necessary planned staff composition is established, corresponding to the adopted structure of the enterprise.
3. Amendments to the personnel of the enterprise. Combines in a single whole work on the attraction, development (advanced training) and the release of personnel.
4. Management of staffing. Based on labor laws, it creates framework conditions for the performance of work (provision of services) and distributes existing employees to technologically developed jobs.
5. Personnel management. The relations of subordination are specified in the direction of integration of the common goals of the enterprise and employees.

6. Cost management personnel management. The indicated costs are combined with the planned costs for the enterprise as a whole, guided by the results of this work and the costs incurred for its implementation.

7. Management of personnel information. Covers computerized data processing essential for production personnel management.

Production management of personnel is a functionally specific measurement of the overall management process, i.e. the same management levels must act for it:

- a) operational;
- b) tactical;
- c) strategic.

Focusing on this systematics, in future publications we will pay attention to the following issues:

- a systematic presentation and illustration with practical examples of the theory of personnel management;

- advanced domestic and foreign experience;

- the publication of teaching materials for the practice of personnel management in specific companies.

Effective HR teams today take on completely new features. They still do hard things well, but they use automation and optimization of these required actions. And so they can focus on projects, culture, values, leadership, and productivity — the results from people-centered soft things. This transformation, which we call “highly effective personnel management,” is a manifesto for the HR department. But this applies not only to HR. Highly effective personnel management gives us an idea of how to be the best manager, effectively manage information technology and other business functions and focus on the business as a whole.

Seven Key Recommendations:

1. Plan employee activities by analyzing and understanding their life at work

In the planning process, consider how people work, make decisions, and organize their day and efforts. Use this knowledge to create specific personnel management tools to help employees complete tasks, improve skills, collaborate, and feel more involved.

2. Use HR technology to increase productivity and improve employee life

HR technology can do much more than just automate existing practices. High-performance HR organizations find opportunities to use technology to increase productivity, improve feedback and coordinate teamwork throughout the company.

3. Lead the Move to Digitalization

While many companies are trying to understand what the digital revolution means for their business, HR has a unique opportunity to lead, rather than lag behind. The organizational structure, remuneration and benefits systems - all under the jurisdiction of HR - are critical for a business to achieve a digital future.

4. Understand and support agile and team-oriented organizational models.

Traditional hierarchies no longer describe actual processes. High-performing organizations offer collaborative solutions to help ever-changing teams with issues such as goal management, performance management, coaching, monitoring and development.

5. Work with leadership to build a culture of trust, unity, shared goals and transparency.

High-performance HR departments are not just focused on compliance and control - hard things. By focusing on culture, high-performance HR teams have a wealth of opportunities for solving soft things.

6. Plan HR activities to work as a network of teams, breaking the disconnect between HR and other departments

Although specialization in matters such as recruiting, training, compensation, and other key functions is important, almost all problems today are multidisciplinary. Highly effective HR teams work as flexible consulting groups, joining forces when a problem arises.

7. Spiritually revive, professionalize and constantly improve your personnel specialists

The HR department should not be a place where people are thrown out who cannot be involved in

other business divisions. Demand the same level of growth and innovation as in other business units, and provide your people with many opportunities for internships, external training, research and visits to partner companies.

## CONCLUSION

Examples of HR teams that are constantly moving forward and achieving results are inspiring and worth exploring. They demonstrate what I have observed throughout my career: companies that develop and focus on achieving the seven overall results of effective HR organizations are simply the best companies in general. They are generally more profitable, grow faster, and have a higher level of employee engagement.

Today's new world of work requires leadership, creativity and dedication from HR departments. The days of teams that want to "just work" are over: you have been given the opportunity to lead. Highly effective HR managers must lead the battle to make the workflow productive, attractive, and rewarding.

Thus, the involvement of professional HR consultants makes an important contribution to the development of the company as a whole, providing an independent personnel audit to the personnel management system and reducing legal risks. Success in business can be achieved due to the coordinated work of the team, so you need to do everything to form a high-quality team. For this, each active employee of the enterprise must do everything in his power. The process of managing the enterprise and employees requires dedication, time and effort. It is necessary to approach the work creatively, with enthusiasm and fresh ideas, then it will be possible to achieve impressive results.

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## HR-МЕНЕДЖМЕНТТІҢ ЗАМАНАУИ ӘДІСТЕРІ

**Аннотация.** Тауарлар мен қызметтердің кез келген түрін өндіруді ұйымдастырудың негізгі факторларының бірі еңбек ресурстары болып табылады. Инвестициялық капитал мен айналым қаражатымен қатар еңбек ұжымы – бұл кәсіпорын иеленетін ең құнды капитал. Заманауи талаптар мен ғылыми және техникалық прогресс қызметкерлердің кәсіби дағдылары мен іскерліктеріне, олардың әлеуметтік және мәдени даму деңгейіне және психологиялық қасиеттеріне қойылатын талаптардың өзгеруіне негізделеді. Қызметкерлерді тиімді басқару тек оның еңбек қызметіне ақы төлеумен ғана емес, ұжымды оқытумен, жұмыс нәтижелерін бағалаумен және кәсіби біліктілігін арттырумен тікелей байланысты. Персоналды басқару тетігін жетілдіру проблемасы жаңа болып табылмайды, алайда оның өзектілігі азаймайды, тек қана серпін алып келеді, бұл туралы мақалада авторлар егжей-тегжейлі ұсынған.

**Түйін сөздер:** персонал, HR-менеджер, кәсіби, басқару, әдістер.

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## СОВРЕМЕННЫЕ МЕТОДЫ HR-МЕНЕДЖМЕНТЫ

**Аннотация.** Одним из ключевых факторов организации производства любого вида товаров и услуг являются трудовые ресурсы. Наряду с инвестиционным капиталом и оборотными средствами трудовой коллектив – это наиболее ценный капитал, которым владеет предприятие. Современные требования и научно и технический прогресс обуславливают изменения требований к профессиональным навыкам и умениям сотрудников, их социальному и культурному уровню развития и психологическим качествам. Эффективное управление персоналом напрямую связано, не только с оплатой его трудовой деятельности, но и с обучением коллектива, оценкой результатов работы и повышением профессиональной квалификации. Проблема усовершенствования механизма управления персоналом не является новой, однако ее актуальность не уменьшается, а только набирает обороты, о чем подробно в статье представлено авторами.

**Ключевые слова:** персонал, HR-менеджер, профессиональность, управление, методы.

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