



FEATURES OF DEVELOPMENT OF PERSONNEL POTENTIAL IN THE ORGANIZATIONS WORKING IN THE TRADE SPHERE

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ABSTRACT

In Russia, in a market economy, the effective use of human resources is of particular importance, which has a direct impact on the efficiency and competitiveness of any enterprise. Staff plays a fundamental role in the activities of a modern organization. In this article the feature of development of the personnel potential of the organizations working in the trade sphere, its features is considered. The General principles of human resources development are analyzed and the most significant of them are highlighted.

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1. Introduction

Today, the situation in the economy of our country is changing significantly, part of the market trade, as well as some traditional types of its objects are reduced, and the share of new formats of retail chains is growing rapidly. All this suggests that today it is necessary to search for new ways to improve the efficiency of enterprises in the trade sector by

strengthening the strategic element in the organization of management. That is why this problem is urgent.

Of particular importance in this direction is the increasing role of large economic entities. All this makes it necessary to study the impact of processes occurring in large economic systems – companies, enterprises, as well as their associations [3].

However, it should be noted that the modern theory and methodology of human development management do not take into account the

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characteristics of certain large enterprises. At the moment, there are no practical developments and comprehensive guidelines for the development of integrated development systems for all categories of employees in enterprises engaged in their economic activities. Based on the fact that large companies and organizations have their own distinctive features, it is safe to say that when they create a mechanism for the development of human resources (human resources), there is a certain specificity.

2. Main Content

The personnel potential of commercial companies has its own characteristics, which are formed because of their belonging to a particular industry that requires special knowledge and skills. From an economic point of view, the employment of trade workers has significant advantages. If the labor of workers in industry and agriculture is associated with the production of the value of goods, the labor of workers in trade is not homogeneous [3]. On the one hand, this is due to the continuation of production processes taking place in the sphere of circulation, which is similar to the activities of workers engaged in industry and agriculture, and on the other – with the change in forms of value, and this is the main difference from the labor activity of workers in the sphere of material production.

Based on the functions of trade, all the labor processes taking place in it can be divided into two types:

- 1) related to changes in the forms of commodity value;
- 2) related to the continuation of production processes in the field of circulation.

In modern conditions, personnel management in a commercial organization should be a system that provides a strategic approach to managing the development of human resources in accordance with the long-term goals of the enterprise. This moment, as international experience shows, is the main condition for the continuous existence and development of trade complex organizations in the modern conditions of the transformational economy of the state. That is why the formation of a mechanism for the development of human resources deserves great attention.

Within the framework of the regulatory and economic mechanism for the development of the potential of employees of organizations in the field of trade, it is necessary to understand a set of interdependent components, such as principles, methods, forms, standards and rules of internal management. With the help of these components is the management of human resources of the organization.

An important element in the formation of a mechanism for the development of personnel potential of employees is a full justification of all the principles of this process. Here, the principle is understood as a scientific principle that must be taken into account in the decision-making process. As for the principles of development of human resources (human resources) of the organization, these are the rules, regulations and various provisions that must be observed by managers and specialists in the process of human development of the enterprise.

Today, there are a large number of principles for the development of human resources of the organization, however, under any circumstances,

the development of human resources is carried out on a number of principles that have been finally established in Russian organizations: science, democratic centralism, planning, unity of administration, unity of command and collegiality – their combination and many others [1].

Some authors noted the importance of the principle of proportionality in the development of human resources, which means that there are certain quantitative relations between parts of the whole.

In connection with the problems of the use and development of employees Zaloznova Proposes to use the following system principles:

- 1) focus on the balance of interests of employees and employers, creating favorable conditions for the active and continuous development of employees and production;
- 2) development of so-called productive democracy and justice;
- 3) balance between efficiency of all activities and staff development;
- 4) complexity;
- 5) preventive nature of activities, as well as risk insurance;
- 6) compliance with the high responsibility of the personnel for the quality and performance of work;
- 7) application of innovations in production development, personnel [2].

Martynenko V. p. examines in detail all the principles relating to the management of sustainable development of organizations and reduces them to consistency, efficiency, hierarchy, as well as feedback.

Ambiguous interpretation of the characteristics of the set of principles complicates management and leads to the choice of strategies that often do not correspond to the existing circumstances. Therefore, it is necessary to put in the foreground such principles of human resources development in the organization in the field of trade, as: the presence of scientific, systemic and cyclical nature, specificity, optimization, alternative, continuity, targeting, profitability, and standardization.

A high level of standardization and related activities for personnel development become relevant in the regulation of human resources development of organizations operating in retail chains. It is also worth noting that standardization allows you to quickly and effectively use advanced methods of business organization, work and customer service.

Standards are important criteria. They show organizational culture and specific benefits. The development of human resources of the organization in the conditions of high standardization, high quality requirements, as well as the culture of service and low qualification of personnel are the most important tool through which all officially adopted standards governing the work of employees of the organization are brought to the staff, as well as determine the best methods of work.

Standardization in the development of human resources can not be a tool of strict regulation of the system of organization and development. Standardization is also a way to stimulate self-development and improvement. However, it takes a lot of effort to master this tool and break its one-sided understanding.

In order to manage the development of the organization's human resources, a mechanism should be established to ensure integrity, unity in diversity, which should also take into account a common understanding of the potential of staff development.

Also today it is necessary to pay attention to the principle of cyclic development of human potential of the enterprise. Cyclicity is one of the most important principles of development of human resources of the

enterprise. Cyclicity is a universal property of development and efficient operation of many systems [3].

The repeatability and cyclicity of processes and phenomena in the light of modern concepts are taken as an objective criterion of their internal regularity. At the same time, the fundamental feature of development processes is time, as evolution takes place in real time.

Conclusion

Thus, today it is necessary to create a mobile and flexible mechanism working on the basis of specific principles for the development of human resources in organizations engaged in trade activities. The value of this approach, which consists of many principles, is that it can provide an organizational and economic mechanism for the development of staff capacity, as well as to identify the most important types of relationships and

relationships of the object of study as a whole, rather than its individual components.

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