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**IMPLEMENTATION OF THE EFFECTIVE OF HUMAN RESOURCES MANAGEMENT** **PROCESS AT THE ENTERPRISE IN MARKET CONDITIONS**

The transition to a market economy has forced managers at all levels to evaluate the effectiveness of not only material, financial, but also human resources, to treat «human capital» carefully in their enterprises, to care for its quality recovery and accumulation. Therefore, the management of the company began to pay special attention to the formation of an effective of human resources management process (HRM process).

The problem of increasing the efficiency of HRM process at the enterprises is constantly in the center of attention of scientists, among whom it should be noted: L. V. Balabanova, P. F. Drucker, A. Ya. Kibanov, M. X. Mescon, V. M. Petukh, Z. P. Rumyantseva, S. V. Shekshnya, L. M. Shimanovska-Dianich, G. V. Shchokin and others [1-2].

The purpose of the work is to substantiate the peculiarities of implementation of an effective HRM process at the enterprise in the conditions of market transformations.

It should be emphasized that the HRM process is a complex of different in nature performed in a certain sequence and the relationship of the functions or actions of effective enterprise management [1, p. 58].

Modern researchers distinguish several major links in the HRM process in the enterprise: personnel planning, recruitment, staff selection, staff adaptation, staff training, evaluation of work activity of employees, promotion and staff dismissal. However, each of these stages of the human resources management process is, in turn, a separate sub-process, which is also carried out in a specific sequence [2, p. 189-190].

However, the HRM process at the enterprise plays an important role, since the degree of efficiency of the management of labor resources in any enterprise depends on a large part of the indicators of its economic, financial and industrial-commercial activity.

Features of implementation of effective the HRM process at the enterprise in market conditions include its threefold orientation:

1) this process should be action-oriented, that is, focused mainly on practical actions rather than on various office activities or rules;

2) it should be individually oriented when each employee should be considered as a person and he (she) is offered to perform works that meet his (her) individual wishes;

3) it should be prospectively oriented, that is, aimed at executing in a clear sequence of management functions and ensuring interconnection between them.

Thus, when designing an effective of human resources management process at the enterprise, its primary goal should be to help achieve strategic goals for the provision of highly qualified employees and manage their career growth. This will allow in the future ensuring the efficiency of economic activity and high level of competitiveness of the enterprise in the domestic and foreign markets. But, the issues of practical implementation of each stage of the HRM process at the enterprise are required further research in this direction.

**References**

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