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THEORETICAL FUNDAMENTALS OF INCREASE COMPETITIVENESS OF PERSONNEL

Modern theoretical science considers the management of personnel through the prism of individual positioning in the workplace. It is exploring the range of factors that influences positively for the efficiency of the personnel and, consequently, provide a high level of competitiveness on domestic and foreign markets; current approaches are working on forming an effective mechanism for managing of intellectual, creative and cultural employee's potential of separate enterprise and employment potential of society.

Today the management of personnel based primarily on philosophical theories of human integrity. This involves adherence to such principles as a social activity nature of human integrity and historical understanding of personality, nature and content of the work as a human subject activity, the development of personality as a condition of scientific, technical and social progress and sustainable economic growth.

First of all degree of staff development determines effective functioning of the enterprise. In the conditions of the rapid aging of knowledge and formation of new theoretical positions, concepts, information, and practical skills on the ability of the enterprise continuous development of employees is a critical factor in ensuring its high competitiveness in the market and upgrade the range and increase the production and sale of goods or services.

The issue of high competitiveness of the domestic staff of the labor market is becoming increasingly relevant because it is an objective prerequisite for the development businesses based on providing additional competitive advantages. Therefore these competitive advantages for business, promotion of competitive mechanisms, grounded on needs assessment and ways of developing the competitiveness of enterprise personnel in Ukraine.

Some aspects of labor competitiveness were investigated in the works of J.Bazyliuk, N.Hlevatskoya, O.Hrishnova, N.Dudin, R.Krysina, E.Libanova, L.Lisogor, M.Semikin, A.Abrahamyan, R.Fatkhutdinov, A.Popov, A.Tsymbal, S.Tsimbalyuk and others. The institutional aspect of the proper level of

competitiveness of staff are considering to such Scientifics as I.Bagrova, A.Gritsenko, A.Oleinik, O.Prutska, V.Tarasevich, A.Shastitko, V.Yakubenko, O.Yaremenko and others.

Mentioned researches show that numerous methods for assessing the competitiveness of the staff are theoretically grounded for the principles of their construction:

1) Mostly economists use expert evaluation for the analyzing and assessing the competitiveness of staff;

2) Methods of score evaluation and ranking are common methods for providing a reasonable estimate of the competitiveness of the staff;

3) Criteria of competitiveness of the staff are estimated with the help of integral index, which includes cost and quality characteristics.

Thus, analyze of domestic and foreign practice of evaluating competitiveness of the staff allows identifying potential and actual characteristics of workers and their capacity for professional development.

In our opinion, utility of personnel U is necessary to use as an integral index for evaluating competitiveness of staff. It is also proposed to determine U impact on compilation of two components: cost and quality characteristics of staff positions compared its competitive advantages.