

Tsybulko A.
O. Getman, research supervisor
Dnipropetrovsk State Financial Academy

DEVELOPMENT OF MODERN MARKETING STAFF- TECHNOLOGIES IN ACTIVITY OF DOMESTIC ENTERPRISES

Introduction. According to G. Shtrutts, each employee should be so good that he could leave the organization any moment and should win in any competition for a new job. But he will not make it, he will not leave his company because of good working conditions, nice social and psychological climate, developing opportunities and perspectives.

Actuality. Nowadays in business-activity marketing staff-technologies are an extremely effective tool for HR-management. They promote creation a positive brand and sustainable positive image of employer in external and internal labor market. In turn, they are the key factor to the formation of prestige in eyes of potential employees (candidates) and real staff.

The aim of our research is justification the importance of staff-technologies in the creation of company's HR-brand.

Analysis of scientific research. There are many foreign and domestic researches, which paid attention to the formation of effective marketing staff-technologies and HR-branding : M. Armstrong, S. Mordovin, D. Lobanov, A. Kibanov, I. Durakova, N. Bilyatskiy, V. Slynkov, V. Voronkov, V. Kolpakov, L. Pashchuk, R. Mansurov and others. Theoretical basis is formed and importance of specific marketing tools in HR-management is proved in scientific works of above-mentioned authors. However, specific practical methods for implementation of HR-branding and generalized mechanism for realizing the marketing staff-technologies still does not exist.

Results. It is well known that it is possible to get information about the human capacity (abilities, professional and private qualities, experience, skills, competencies, etc.) through the using modern marketing staff-technologies, same as it is possible to form an effective HR-policy and HR-mechanism and to correct activity by means of event-management in case of significant deviation from the targeted (projected) scenario [1].

In our opinion, R. Mansurov led the best understanding of HR-brand. He notes that the basis of HR-branding is the attention to staff and qualitative work with people. HR-branding is a clear understanding of expectations, developing of new HR-technologies and the creation of motivation system by means of key performance indicators of the company [2].

The most prevalent model in classic marketing is the concept of "4Ps". Elements of marketing-mix also take place in personnel marketing. According to O. Sardak, it is advisable to use the model of "5Ps" in personnel marketing [3].

According to current concepts of branding, components HR-brand of companies include: 1) staff development; 2) company's image; 3) culture and worthies; 4) compensation package. Thus, in our opinion, personnel marketing is a form of management, aimed to identifying and satisfying the company's needs in staff. It involves determining staffing needs of both quantitative (staff places, including the structure) and qualitative (education and qualifications, competencies, knowledge and skills of employees) aspects. The essence of personnel marketing is the need to find a

compromise between company's demands and needs and employees' demands and needs. The company must be able to cover demand in high-skilled and high-competent staff, which is able to achieve goals in certain time. Also the company must cover requirements to strengthen the position in the labor market and to form desired behavior of potential employees for the effective activity in a market environment. In turn, employees must be able to satisfy their professional and personal needs for safety, decent wages and participation in decision-making. Therefore the basic idea in projecting of the company's HR-brand has become a slogan: "It is necessary to provide the best conditions for work and self-development of employees!"

Conclusions. High and stable business reputation as an employer contributes to reducing the cost and timing of recruitment, attracting high-skilled specialists, accelerating the staff adaptation and training, referral savings to invest in new programs and staff development technologies. Obviously, HR-branding is very important for the development of modern companies. The main realizing effect of HR-branding is a reduction in staff turnover and reduction the cost of their adaptation, thereby improving quality of business processes. The main difference between personnel marketing and traditional HR-management technologies is taking into account the nature of market processes and managing mechanisms. In fact, it makes possible to raise the company's competitiveness in the current market conditions.

References:

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