DEVELOPMENT OF PERSONNEL AND ENHANCING ENTERPRISE COMPETITIVENESS

N. M. Shmatko, Doctor of Economics, Professor
Zhang Simu, Master student of the Management Department
National Technical University «Kharkiv Polytechnic Institute» Kharkiv city

In the modern context of Ukraine's economic development, industrial production as a whole, and energy machine building, as one of the leading sectors in the country, play a crucial role in the structural transformation of the economy. The effective operation of industrial enterprises and their competitiveness are key factors in restoring economic growth in Ukraine. Research into personnel management issues in energy machine building enterprises is becoming increasingly relevant, given the specific changes in the market and the growing demands of consumers for the quality of services and products in the energy sector. Ensuring the competitiveness of energy machine building enterprises involves the implementation of new approaches to creating an effective personnel management system that fosters a powerful workforce, organizational conditions, motivation, and personnel development.

The analysis of theoretical approaches and their generalization to ensure the competitiveness of industrial enterprises has highlighted the central role of personnel and their competitiveness. There is an established connection between key concepts such as «enterprise competitiveness - personnel competitiveness - adaptation to innovative changes - the quality of working life and employees - creative thinking and idea generation» [1, 2].

It is noted that the personnel management system in industrial enterprises aimed at achieving competitiveness should adhere to the following principles:

– Strategic orientation: As all personnel management strategies are part of
the enterprise's competitiveness management strategy, aimed at building a reputation and a positive image, expanding activities and customer base, and establishing a sustainable competitive position in the market.

- Adaptability: This is formed at the individual employee and organizational level to effectively respond to market changes.
- Competence: Demonstrated through professionalism, mastery of innovative approaches, and modern tools for personnel management.
- An effective motivation system: Aimed at addressing the problem of high personnel turnover in the construction industry and salary payment, as well as motivating personnel development and learning.
- Social responsibility: Achieved through adherence to social standards regarding working conditions and the introduction of advanced global personnel management practices to improve the quality of working life.

In an environment of external uncertainty, where practically all resources are equally accessible, the efficiency of the personnel management system and its development becomes a necessary prerequisite for the formation of a sustainable enterprise competitiveness.

**List of references**
