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INNOVATIVE STYLE AND METHODS OF HUMAN RESOURCE MANAGEMENT

Kateryna V. BUIAR

PhD. Student, State higher educational institution "Banking University"

Summary. This article confirmed a weighty role of personnel policy of the company, which carries out the administrative impact on employees and it is making and realized by employees. Therefore, the article accents the importance of the definition of human

resources. Analyzing the components of human potential author concludes that the psychological characteristics of workers are important components of human resources. This proves the need to develop modern psychological methods and management styles.

Key words: *human resources, personnel policy, psychology, methods of management.*

Nowadays it is necessary to rethink the concept of human resources that demands specific attention to itself. It is necessary also to consider the subject-object role of human resources in the enterprise for this. On the one hand, human resources are the object of administrative influence. They manage organization using methods and management styles, making the impact on the employees by management decisions in order to coordinate their activities. On the other side, human resources are managers who perform administrative impact on employees with different management styles and methods. It means that management processes involve nothing more than the relationship between people.

The purpose of the article is to explore the concept of human resources and personnel policy and to research personal characteristics of managers and their subordinates. It is important to accent the psychological characteristics of human resources and to reflect processes of psychological and pedagogical influence on them, which in turn will lead to increase labor efficiency, reduce turnover, and improve the competitiveness of firms on the labor market.

Also it is important to make decomposition of the overall strategy and aims of corporate human re-

sources policies on structural divisions, departments, and every employee in particular. In the process of strategy decomposition, psychological approaches should be applied. This will provide a clear explanation of the necessary of the work for the enterprises, organizations or society. It will also encourage improvement of job satisfaction.

Management style has a considerable influence on business processes, and should be selected taking into account both psychologically and situational components. Manager should be good educated psychologically and professionally. A high level of professional and psychological competence will help him correctly identify when, where and how he should act.

It should also be noted that the quality and level of human resources plays important role at micro and macro levels. A set of effective, successful companies and institutions will mean success on the international labor market.

Thus, we can conclude that today it is important to develop psychological methods of management and innovative management styles in order to exercise managerial influence taking into account all the characteristics listed above.

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