

## THEORETICAL ANALYSIS OF THE PROBLEM OF PERSONAL MANAGEMENT IN THE LITERATURE

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Personnel management (PM) represents a comprehensive approach aimed at fostering the growth, development, and support of employees within an organization while concurrently cultivating a conducive and positive workplace culture. While the specific functions of PM may differ based on the unique characteristics and needs of various businesses and industries, they generally encompass a variety of essential tasks aimed at optimizing the workforce's effectiveness and satisfaction.

Recruitment, as a fundamental aspect of PM, involves selection of qualified individuals to fill vacant positions within the organization. This encompasses activities such as job analysis, candidate sourcing, screening, interviewing, hiring suitable workers.

Effective management of remuneration and benefits is significant element of the employee performance control system. In this context, fair and competitive remuneration systems, pay scales and compensation packages, including health insurance, pension plans and fringe benefits, are designed, implemented and continuously monitored to attract and retain the best talent. This process aims to create incentives to attract highly qualified people and ensure their retention in the organization by providing fair compensation for their work and efforts.

Personnel training and development is aimed at strengthening the skills, expanding knowledge and developing the abilities of employees in order to ensure that they effectively perform their job responsibilities and contribute to the success of the organization. This process includes a variety of educational opportunities, ranging from programs for new employees, to continuous professional development, leadership development, and ensuring knowledge updating to adapt to changing job demands and industry dynamics. This approach helps to create a foundation for employees' professional growth, increasing their competence and ability to effectively adapt to changes in the work environment.

Effective employee relations management also includes creating and maintaining a positive organizational climate that motivates employees and strengthens their commitment to the company's goals and values. This includes regular feedback, support for professional and personal development, and creating opportunities for employees to participate in the decision-making process, which increases their sense of belonging and value.

The theory and practice of human resource management, best practices of planning and performance management in an unstable world were studied by scientists (D. Axson; P. Boxall, M. Steeneveld; J. Bratton, J. Gold; J. Delery, D. Doty; L. Dyer; A. Fayol; J. Gebhart; F. Taylor) [1; 3; 4; 7; 9; 10; 11; 12].

Researchers are actively studying many different aspects of human resource management, covering a wide range of topics, including: analysis of methods of hiring, training, motivating and evaluating personnel, as well as studying their impact on business performance and its ability to adapt to changing market conditions (N. Batarlienė, K. Čižiūnienė, K. Vaičiūtė, I. Šapalaitė, A. Jarašūnienė) [2]; development of leadership potential of managers (T. Chernyavska) [6]; effective executive (P. Drucker) [8]; study of the connection between emotional interaction between managers and subordinates and the level of creativity and productivity of employees (Ch. Qingfeng, Cui Yue, Z. Ke) [5].

PM includes functions aimed at developing the personal potential of employees to achieve individual and collective success, as well as the efforts of employees to achieve organizational goals.

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