

Economic Significance of Human Resource Management Methods

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Abstract: Nowadays, human resources play an increasingly important role in the success of enterprises, especially in the service sector. Now customers and buyers appreciate the personal approach and quality that cannot be achieved without the commitment of employees. There are more and more small and medium-sized enterprises, more and more demand for the service sector. The key to success now is precisely the high-quality management and distribution of human resources, as a result of which employees are interested and satisfied with their work, and customers are satisfied with the services or goods they receive.

Keywords: Employee, Digitalization, Marketing, Economy, Organizations.

INTRODUCTION

Among the resources available to organizations, three main generally accepted types can be distinguished: tangible resources, intangible resources and human resources. Material resources are financial and physical resources, intangible resources are technologies and reputation. But we will pay special attention to human resources. In the seventies, the term "personnel management" began to be replaced by the concept of "human resource management" that had become stronger at that time. This term more clearly emphasizes the importance of human resources to the success of a company. It is distinguished by a clear emphasis on the fact that investing in human skills, in the development of his skills and abilities, is beneficial for companies. Now for all companies, both large and small, both in production and in non-production areas, the issue of human resource management plays an increasingly important role. One of the main tasks of management was to prepare employees for productive work. High-quality management of human resources is a necessary condition for the success of an enterprise.

In management theory, human resources are described as the production, social, spiritual and cultural potential of a person, as well as his realized and unrealized opportunities. With the right approach to human resource management, employees are seen as individuals whose motivation and development helps the company. It is important to take into account not only the professional skills of employees, but also their psychological and emotional data and values, because they will also affect the work. It is also important to remember that human resources are a resource that cannot be purchased, but only rented. When hiring an employee, the company buys the skills and experience of the employee for a while, taking responsibility for making the best use of them.

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Main part. Management methods are a set of methods and techniques for influencing a team of employees and individual performers in order to achieve established goals. The word "method" is of Greek origin (translated means a way to achieve a goal). Through management methods, the main content of management activities is realized.

In management practice, as a rule, various methods and their combinations are used simultaneously. One way or another, but all management methods organically complement each other and are in constant dynamic balance.

The value of management methods determines their focus on achieving goals in the shortest possible time under conditions of rational use of all types of resources. In terms of content, management methods are identified with the main management functions: planning, motivation, control and regulation. In accordance with this, there are the following main groups of management methods: economic, organizational prescriptive (administrative), socio-psychological, legal, ideological and technological. There is a close connection and interdependence between them. Each method has elements of reward and punishment. The classification of methods according to the direction of action is based on the nature of their influence on the motives of the activities of individual employees and the workforce of the organization as a whole. Motives of activity are based on real material and spiritual needs. The direction of the methods is characterized by what specific motives they influence. Based on this, four groups of methods are distinguished - material, social, psychological and power motivation. Behind the organizational forms of action, methods of direct (immediate) influence, goal setting, and the creation of stimulating conditions are distinguished. The essence and correlation of management methods are influenced by the forms and model of the economic mechanism in society.

When a manager solves a particular problem, various methods provide him with a system of rules, techniques and approaches that reduce the time and other resources spent on setting and achieving goals. The orientation of management methods means their orientation to a specific management object (firm, department, division, company, etc.). The content of management methods is a set of specific techniques and methods of influence.

The organizational form of management methods - ways of influencing a particular situation. The impact can be direct (immediate) or indirect (setting a task and creating stimulating conditions). In the practice of managing tourism enterprises, various methods and their combinations are simultaneously used.

Organizational and administrative methods of management. Organizational and administrative management methods are based on direct directives. The objective basis for the use of these methods is the organizational relations that are part of the management mechanism. The task of organizational and administrative activity is to coordinate the actions of subordinates. No economic methods can exist without organizational and administrative influence, which ensures clarity, discipline and order of work in a team. It is important to determine the optimal combination, the rational correlation of organizational-administrative and economic methods.

The approach according to which the sphere of influence of economic methods is expanding only by ousting organizational and administrative methods of management cannot be recognized as legitimate either from a scientific or practical point of view, since the mechanisms of their action are fundamentally different. Organizational and administrative methods are mainly based on the power of the leader, his rights. However, administrative methods should not be identified with volitional and subjective methods of leadership, that is, administration.

Organizational and administrative methods are distinguished from other methods by a clear targeting of directives, the obligation to comply with orders and instructions, failure to comply with which is regarded

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as a direct violation of executive discipline and entails certain penalties. In essence, organizational and administrative methods are methods of coercion that remain valid until labor becomes the first vital need of a person.

Thus, organizational and administrative methods of management are based on a system of legislative (regulatory) acts and the power of the manager's power, solve the same tasks as other management methods, but are carried out in the form of organizational and administrative influence on the managed system.

Socio-psychological methods of management. It has been established that the results of labor largely depend on psychological factors. The ability to take into account these factors and use them to purposefully influence individual employees will help the manager to form a team with common goals and objectives. Sociological studies show that the success of an economic manager is 15% dependent on his professional knowledge and 85% on the ability to work with people.

Conclusion. Thus, with the help of the correct choice of the management method, a clear organization of the management process and all production and economic activities is ensured.

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