

THE MAIN CHALLENGES AND DETERMINANTS OF THE NEW HR-MANAGEMENT MODEL IN A VUCA-WORLD

In the context of a dynamically changing external environment, the role of human capital and effective management of human resources as important drivers of economic progress is growing significantly. At the same time, under the influence of growing instability of the external environment and dynamic socio-economic transformations, the top management of business organizations should be able to solve in a short period of time new complex problems that humanity has not previously met before, and therefore does not have accumulated positive experience in solving them. In the context of the mentioned above, it is particularly relevant to develop scientific research with a specific focus on building new personnel management models that are most adapted to modern global megatrends and challenges of the VUCA-world.

The article "The main challenges and determinants of the new HR-management model in the VUCA-world" analyses the existing relationships between the main challenges and determinants of the VUCA world in the context of their influence on paradigm shifts in the system of modern HR-management. The main differences in the concepts of the SPOD-world and VUCA-world are revealed through the prism of the tasks of modern HR-management. The necessity of improving the business processes of modern companies by transforming the challenges of the VUCA world into a source of competitive advantage is substantiated. The main determinants of the destructive and constructive models of personnel management and development are highlighted in the context of individual features of the VUCA world. The basic competencies of an effective manager in a rapidly changing environment are substantiated.

Basing on the conducted research of the main determinants of destructive and constructive HR-management models the conclusion has been made that the turbulent environment dramatically changes approaches to personnel management as a part of company's general management. The author considers that an effective model of personnel management in a rapidly changing environment should be based conceptually on understanding the nature of the VUCA-world challenges and the need to transform them into a source of competitive advantage through introducing innovative practices and technologies of managing business processes, developing proactive leadership and the ability to ensure a high rate of changes within a business organization compared to the rate of changes in the external environment, using preventive strategies in order to avoid the devastating consequences of these changes. At the same time, the author highlights the priority of the project approach over the process one and the special role of team collaboration in solving complex non-standard challenges and unknown problems in a rapidly changing global world.

Key words: VUCA-world, VUCA-challenges, turbulence, personnel management, management, staff competence.

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