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TERMS OF LABOR POTENTIAL FORMATION OF MARITIME TRANSPORT ENTERPRISES AND FACTORS OF ITS IMPLEMENTATION

The article is devoted to the research of theoretical and applied problems of the formation and implementation of labor potential of maritime transport enterprises. Basic approaches to the interpretation of labor potential are defined. Priorities of the formation and implementation of labor potential with consideration of state and market influence are substantiated.

It is noted that social and economic programs for improving labor potential (as an element of state regulation) affect the labor potential of maritime transport enterprises, forming basic conditions of work, social aspects of activities that increase productivity. Market impact on labor potential varies depending on the stage of social development, market conditions, strategic development guidelines, etc. Nowadays, financial and credit institutions, investments in tangible and non-tangible assets make the most significant impact on labor potential of the maritime transport enterprises. Financial and credit institutions create conditions for the accumulation and conservation of funds, their placement in the form of investments, improvement of quantitative and qualitative characteristics of investment attractiveness. Investment in tangible and intangible assets is one of the largest generators of the influence on labor potential of the maritime transport enterprises. It is proved that the condition for the formation and implementation of labor potential is the social and psychological climate, which influences the processes of the formation and development of labor collectives, structure of relations of workers, interests and more. In the course of the research it was determined that social and psychological factors, as well as their corresponding methods of personnel management, include social and psychological aspects of influence on the employee and are manifested in the form of a set of specific methods and techniques aimed at forming, stimulating, developing and activity of the team, outlook of its members; regulation of both interpersonal employee relations and management-staff relations in order to create a balanced psychological climate conducive to new ideas and productive work.

Keywords: labor potential; social and psychological climate; factors of influence; social management methods; psychological management methods; HCM (human capital management) of maritime transport enterprises.

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