

MODERN APPROACHES OF MANAGEMENT BY PERSONNEL OF BUILDING ENTERPRISES

The construction industry occupies one of the most important places in the functioning and development of the national economy. Its main task is to create the necessary living conditions for the population, as well as to form the basis of activity of the real sector of the economy. However, the growth of demand for skilled labor in recent years has significantly exacerbated the issue of developing an effective personnel policy aimed at meeting the needs of staff and ensuring the efficiency of the construction industry. One of the key obstacles to the development of modern construction companies is the ineffective staffing policy that hinders the development of the industry at the national level. These problems are important enough and need a rational solution.

In today's conditions of European economic integration, significant demand for domestic labor abroad, increasing importance in the functioning of any industry, the entity becomes acquiring highly qualified personnel capable of carrying out the processes of extended reproduction. In particular, the problem of personnel management is exacerbated by the construction industry entities as one of the leading sectors of the national economy. The construction industry is one of the leading sectors of the national economy, on the condition of which the efficiency of the functioning of all other economic systems in the country depends.

The process of adapting personnel policy to the challenges and threats in the construction field may, at first glance, not seem to be important, as the number of construction professionals of different qualifications and education levels is rather large, and it seems that selecting the right team for certain projects will not be difficult. But in reality, this problem is gaining momentum. Construction work requires considerable practical experience, which is responsible for the work performed.

The existing system of social guarantees and social security, the existing working conditions and the prevailing moral and psychological climate in the team are also important components of the personnel policy of the enterprises of the construction industry. Paying appropriate attention to the process of development and implementation of personnel policy at the enterprise management will balance the availability of highly qualified human resources with high efficiency of its functioning, which in turn will have a positive impact on the state not only of the construction industry, but also will create conditions for housing renovation and development. national economy.

Keywords: personnel management; personnel policy; construction industry; motivation of staff; HR policy.

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