

HUMAN CAPITAL AS A FACTOR INCREASING THE EFFICIENCY AND COMPETITIVENESS OF AN ENTERPRISE

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The article is aimed at studying human capital in order to create a model for assessing human capital to achieve higher enterprise efficiency and enhance its competitiveness in the market.

The results of scientific and thematic studies on the concept, elements and methods of evaluating human capital have been determined and summarized. It has been determined that the approaches of individual authors, companies and analytical institutions are different, and there is a frequent use of simpler indicators that can be calculated based on the financial statements of companies. In particular, Armstrong notes that there is a difference in how human resource management is theoretically described and how it is applied in practice. The mere replacement of the term “personnel management” with the term “human resource management” does not mean that managers actually apply the main components of the philosophy of human resource management in their approach.

From the definition of human capital, it follows that its components are knowledge, experience, skills, talent, competencies, etc. These components simultaneously become the main object of effective management in companies and give names to specific types of management, such as knowledge management, talent management, competent management, anti-crisis management, generation management, etc.

The resulting model inherently covers separate blocks for assessing human capital efficiency at two levels, summarizing the theoretical starting points. This is the procedural side of evaluating the effectiveness of the LK itself, which is the central part of the complex approach of the MLK, taking into account its specifics, based on their identification, definition and comparison of opinions about this concept described in the professional literature and other sources.

It has been proven that the components of human capital are the main objects of effective management in companies that change the strategic vector aimed at achieving the maximum possible profit, towards creating company value, using non-financial categories.

The close relationship between the competitiveness of an enterprise with the use of unique human capital resources has substantiated. A model for evaluating the effectiveness of human capital is proposed in order to increase the competitiveness of an enterprise in the market, taking into account external and internal influencing factors.

It has been established that the implementation of measures to assess the effectiveness of human capital can lead to the following effects: a decrease in undesirable turnover of personnel with a high level of human capital, in the development of which funds have already been invested; support of labor motivation of employees through a fairly established remuneration; exchange of knowledge and experience directly related to labor activity, which is a potential opportunity for the stable development of the human capital of the enterprise; improving the image of the enterprise through the introduction of new technologies; creation of a new product based on the results of monitoring competitors' products and in accordance with modern requirements and customer expectations; positioning the company as a sought-after employer, which is a guarantee of obtaining and retaining qualified personnel.

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