

ABSTRACTS

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ANALYSIS OF STAFF POTENTIAL DEVELOPMENT OF TRADING ENTERPRISE

The article necessity of the analysis of quantitative and qualitative characteristics of staff potential of trading enterprise is reasonable. Correct assessment of supply of labor of the enterprise makes it possible to implement sensible employment. There are a row of negative trends, improve the quality and quantity characteristics of staff potential and the poor state of its use in most trading enterprises in Ukraine.

In this regard, continue to be relevant the analysis of qualitative and quantitative characteristics of the staff potential of trading enterprises.

The analysis of quantitative and qualitative characteristics of staff potential of trading enterprise is conduct. Research of staff potential development of trading enterprise was held on practical materials retailers Dnipropetrovsk and Dnipropetrovsk region.

Evaluation of the staff potential of the enterprises was conducted by methods of individual (personal) expert assessment: interviews and questionnaires on the following blocks: assessment of the quantitative characteristics of staff potential; assessment of qualitative characteristics of staff potential; assessment of the reproduction conditions characteristics of staff potential; assessment of the use characteristics of staff potential.

Among the characteristics of staff potential are the most important: the qualitative characteristics of staff potential of the enterprise for all enterprises, the least important quantitative characteristics of staff potential.

The improvement activities of staff potential development level of investigate trading enterprise are offers.