

ABSTRACTS

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HUMAN RESOURCE MANAGEMENT IN THE CONTEXT OF ENTERPRISE SOCIAL RESPONSIBILITY

European integration and globalization of the national economy caused major social transformation in all areas of life, including in the workplace. The formation of socially oriented economy is pressing need at all levels of governance and management. Transformations taking place, made some changes in the human resources management processes enterprise that led to management based on the social responsibility.

The key terms of the socially responsible human resources management in enterprises: responsibility for decisions and actions over the duty obligation; the presence of mutual benefit; maximizing the positive and / or minimize the negative impact of the introduction or results in the activities of the principles of social responsibility; synergy. Note that the human resources that embodied shots enterprises as managed system relatively regulator should also take responsibility for the social basis of their behavior and understand it. Socially responsible human resources management based on axioms and harmonize the interests of owners (management) organization and direct staff accordingly shall provide such administrative action, that would aimed at the development of human potential through synergies owner (management) and employees, to sustainable development of all participants.

Based on procedural (functional) approach to human resources management suggested it be based on analytical and planning; organizational, motivational and control functions.

Enter the stages of motivation to the social responsibility employees and employers (owners) in the organizational and motivational control unit are proposed.