

## SUMMARIES

УДК 006.1:331

*L. Garmider*

### **STANDARDIZATION EFFICIENCY OF STAFF POTENTIAL DEVELOPMENT PROCESS OF TRADING ENTERPRISES**

The analysis of existing points of view on the problem of indicators formation and their use for the evaluation of the management and activity systems showed that the multidirectional indicators (characteristics) are used for the estimation of the effectiveness at different enterprises.

Therefore, the fact that the enterprise leaders develop and apply the methods for the evaluation of the staff potential development standardization in order to react quickly and solve the problems has stipulated the topicality of the chosen research.

The article analyzes the approaches and methods how to estimate the efficiency standards of quality management at the enterprise. Absence of simple methods how to conduct the monitoring processes within the framework of the quality management system considering the enterprise features has been grounded.

The purpose of work is to develop the methods how to make a complex estimation of the staff potential development standardization on the basis the system indicators calculations which reflects the peculiarities of trade enterprises.

EFQM model has been used to design the management system model of staff potential development standards functioning at the trading enterprises.

The efficiency evaluation methods for staff potential development standards functioning at the trading enterprises have been developed.

The offered methods, how to determine the efficiency of staff potential development standards functioning at the trading enterprises, have universal character and can be easily adjusted in order to be used at the enterprises with the schemes of the staff potential development standards. Methods allow conducting management and complex estimation of the staff potential development process.