

SUMMARIES

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ROLE OF STAFF IN INTENSIVE DEVELOPMENT OF ENTERPRISES

Personnel component is a necessary prerequisite of development of an enterprise in general and, in particular – intensive development, because only through qualification, professionalism, experience and motivation of personnel innovations on an enterprise can be applied that serves as the key to intensive development. Not having solved the problem of people ware, an enterprise is able to carry out its economic activity only in extensive way, which is characteristic of the majority of enterprises in Ukraine, where management is conducted by the way of reconstruction of personnel policy on the principles of savings in wages, cost savings on personnel training and increase in its qualification. It is an utopian way of not a development, but existence of such enterprises and guarantees to its supervision temporary benefits without any perspectives of intensive development.

From the scientific point of view this practical problem is connected with neglect of the importance of the role of the staff in the activity of an enterprise, which is oriented to intensive development, by some academic economists, which is confirmed by neglect of the role and place of personnel when grounding the concept «intensive development» itself by them. Thus, own interpretations of such concepts as «development of an enterprise» and «intensive development of an enterprise», which are given, are logical attempt to solve this scientific problem.

Hypothetically, intensive development can be recognized as natural sign of development of any enterprise. However, in practice, as problems of development of Ukrainian enterprises affirm, it gets complicated under the influence of external factors, as any enterprise in conditions of market economy is an open system – on the one hand, and of inability of the system «enterprise» to adapt itself to macro environment in consequence of unformed innovative potential, of imbalance between functional subsystems, and of presence of negative factors – on the other hand. In such circumstances, as de facto, the prerequisites for intensive development are not created.