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HUMAN RESOURCE POTENTIAL AS A FACTOR IN ENSURING THE COMPETITIVENESS OF AN ENTERPRISE

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Abstract

The study is devoted to the analysis of the role of human resource potential in ensuring the competitiveness of a modern enterprise. The theoretical aspects of the formation and management of human resource potential are considered, as well as its impact on the key performance indicators of the enterprise. Particular attention is paid to the analysis of modern trends in the field of personnel management, such as digitalization, automation and the development of remote forms of work. The practical aspects of assessing and developing human resource potential are studied, as well as the development of strategies for attracting, motivating and retaining talented employees. The key factors influencing the formation of human resource potential are identified, and recommendations are developed to improve the efficiency of human resource management in order to ensure a sustainable competitive advantage of the enterprise.

Keywords: human resource potential, competitiveness, human resource management, digitalization

Introduction

In the conditions of dynamic development of the market economy, increased competition and rapid digital transformation, human resources are becoming a key factor in ensuring the competitiveness of an enterprise. Effective management of human resources, their development and motivation are necessary conditions for achieving the strategic goals of the enterprise and ensuring its sustainable development. The study of human resources in conditions of instability and uncertainty is of particular relevance, when enterprises need to quickly adapt to changes and find new ways of development. Understanding the role of human resources and developing effective strategies for its management is important for ensuring the competitiveness and success of an enterprise in the modern business environment.

Purpose

To determine the role of human resources as a key factor in ensuring the competitiveness of an enterprise and to develop practical recommendations for increasing the efficiency of using human resources to achieve the strategic goals of the enterprise based on modern trends in human resources management.

Statement of the main material

In an era of continuous change and fierce competition, human resources are not just a resource, but a strategic asset that determines the ability of an enterprise to survive and prosper. Human resources are a multifaceted concept that includes a set of knowledge, skills, experience, motivation and personal qualities of employees, which, when properly managed, turn into a competitive advantage.

Human resources are the labor capabilities of an enterprise, the ability of personnel to generate ideas, create new products, their educational and qualification levels, psychophysiological characteristics and motivational potential. [1]

The formation of human resources is a multifaceted process that requires a systematic approach. It begins with planning, which determines the strategic needs of the enterprise in human resources, taking into account current and future challenges. [2] Recruitment and selection of personnel are key stages that ensure the search and attraction of qualified employees, conducting interviews and testing, and assessing the suitability of candidates for the position. Adaptation helps new employees to quickly integrate into the team, master the corporate culture and job descriptions. Training and development of personnel is an investment in the future of the enterprise, the organization of training programs, trainings and seminars that ensure continuous improvement of skills and professional growth of employees. [3] We perceive personnel motivation through the creation of a system of material and non-material incentives as an engine that ensures high productivity and employee involvement in achieving the goals of the enterprise. Personnel assessment is a feedback mechanism that consists in conducting a regular analysis of employee performance, identifying their strengths and weaknesses and developing individual development plans for each employee.

Human resource management is not just an administrative function, but a strategic partnership with human capital. It includes analysis, policy development, work organization and control aimed at maximizing the potential of each employee. Effective human resource management involves creating favorable

working conditions, ensuring fair wages, opportunities for professional growth and development, as well as forming a positive corporate culture.

A high level of human resource potential is transformed into competitive advantages that allow the enterprise to stay ahead of competitors and achieve strategic goals. Qualified and motivated employees work more efficiently, which leads to increased labor productivity. Effective personnel management reduces the costs of recruiting, training and retaining employees. Qualified employees are able to provide high-quality products/services, which increases the competitiveness of the enterprise. Creative and proactive employees contribute to the development of innovations, which provides the enterprise with a competitive advantage in the market. An enterprise with a high level of human resource potential has a positive image among clients, partners and potential employees.

Modern trends in human resource management reflect digital transformation, the growth of remote work, an emphasis on corporate culture and the development of "soft skills". Digitalization and automation optimize human resource management processes, allowing to reduce costs and increase efficiency. Remote work is becoming increasingly popular, which requires enterprises to adapt their personnel policy and work process organization. It expands the geography of talent, allowing you to attract the best specialists regardless of their place of residence. Corporate culture creates an atmosphere of trust, mutual respect and cooperation, which contributes to increased employee engagement and loyalty. "Soft skills", such as interpersonal communication skills, leadership, teamwork and problem-solving skills, are becoming increasingly important for successful work in the modern business environment. Companies are paying more and more attention to identifying and developing talent, which allows them to attract and retain the best employees.

Russia's armed aggression against Ukraine has caused a significant deterioration in the personnel situation, which has become a serious threat to the socio-economic development of both the state as a whole and its individual regions and enterprises.

Key issues include:

- Demographic losses: mass emigration of the working-age population, especially women with children and the elderly; mobilization of men, leading to a shortage of personnel in many industries.

- Qualitative deterioration of personnel potential: limited opportunities for professional development due to job cuts and funding for training; lower standards of working life. [4]

In order to effectively manage personnel potential in the process of practical activities of the enterprise and minimize the negative impact of war on personnel potential, it is necessary to regularly assess its level. There are a number of methods for assessing personnel potential, including: assessing the results of employees' work and their compliance with the requirements of the position (personnel certification); assessing the knowledge, skills and personal qualities of employees (competency assessment); assessing the level of interest of employees in the results of their work (motivation assessment); assessing the level of satisfaction of employees with working conditions and corporate culture (Satisfaction assessment).

Based on the results of the assessment of personnel potential, the enterprise develops personnel development programs aimed at improving the skills and professional development of employees.

Attracting talented employees is an important factor in ensuring the competitiveness of an enterprise. To do this, enterprises use various strategies, including: developing the employer brand, which allows for the formation of a positive image of the enterprise as an attractive place to work; using social networks and Internet resources to search for and attract candidates for vacant positions in the enterprise; participating in job fairs and other events, which helps to get acquainted with potential employees and present employment opportunities. Motivating talented employees is an important factor in their retention. To do this, enterprises use various methods, including ensuring decent working conditions and social guarantees; providing opportunities for training, advanced training and career growth, publicly recognizing employees' achievements and providing them with material and non-material incentives; ensuring a balance between work and personal life, providing employees with the development of a flexible work schedule and the possibility of remote work, forming a positive corporate culture that creates an atmosphere of trust, mutual respect and support.

Conclusions

Human resource potential is a key factor in ensuring the competitiveness of an enterprise in modern conditions. Effective management of human resource potential requires a comprehensive approach, which includes planning, attraction, adaptation, training, motivation and assessment of personnel. Enterprises that invest in the development of their human resource potential receive significant competitive advantages in the market.

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