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TRANSFORMATION OF PERSONNEL MANAGEMENT METHODS IN THE CONTEXT OF DIGITALIZATION

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Abstract: Taking into account the new needs for the formation of sustainable economic indicators, it is important to create prerequisites for the effective use of labor potential. A well-designed HR management policy makes it possible to create conditions for the realization of professional abilities aimed at achieving the strategic goals of the enterprise. The article examines the advantages of the integrated use of personnel management methods, describes their characteristics, and analyzes the advantages of transformational personnel management processes in the context of digitalization.

Keywords: personnel of the enterprise, personnel management, transformation of management methods; digital technologies.

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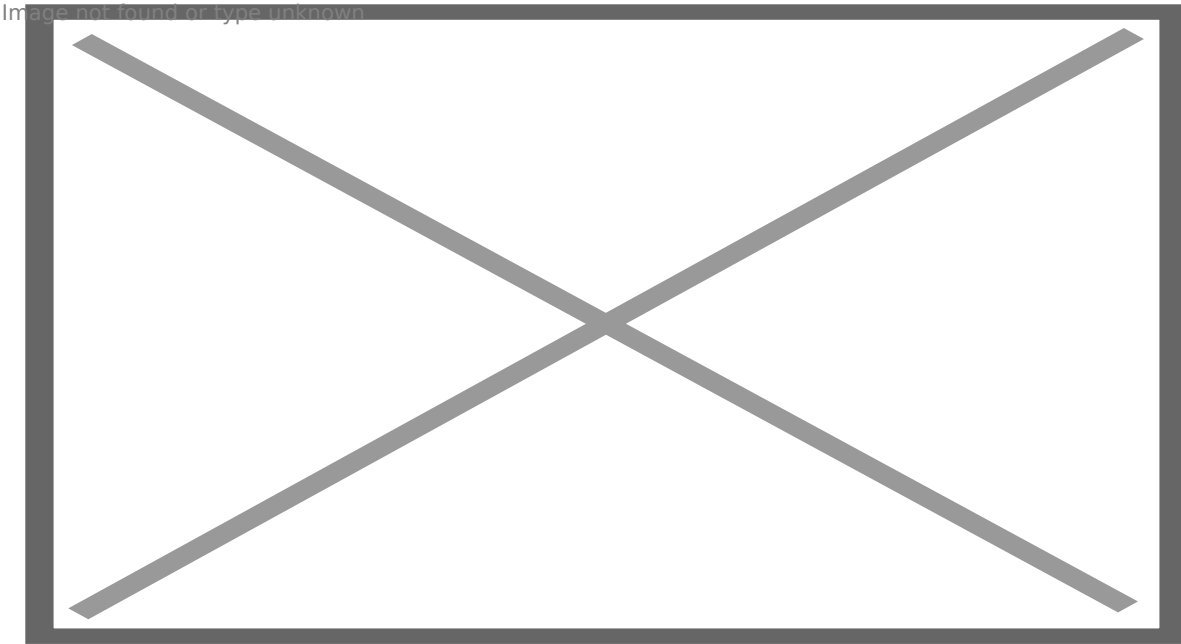
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