

## DEVELOPING EFFICIENT PERSONNEL POLICY AT THE ENTERPRISES OF THE REGION

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The human factor is discussed in the article concerning development in national economy. The article gives the main models of personnel policy in managing human resources.

In the theory of human resource management, personnel policy is considered as a total of aims, principles, methods, technologies, means and resources which are used for selecting, using, developing of professional knowledge, skills, abilities of working men, specialists, managers, and other staff. Nowadays there exist four models of personnel policy or it is also called policy aiming at development of professional resources.

◆ Personnel policy exists in underdeveloped countries in Africa, Asia, and Latin America. Its main purpose is to give everyone an opportunity to survive. The income per capita in these countries is 1-2\$ per day.

◆ Personnel policy in European countries which aims at keeping the level of social and economic development. These countries are non-competitive with highly developed counterparts.

◆ Personnel policy which aims at developing all spheres of life. It provides the leading position to the country in the global system of division of labour and regions of domination.

◆ Modern personnel policy which guarantees advance development of the country, high competitiveness of products and services, leading position in all spheres of global post-industrial world and especially in fundamental science, innovation technologies, in the financial sphere, information technologies and specialist training.

There have been elaborated long-term personnel strategies of staff development in big Russian enterprises. The aim of personnel policy in OJSC Avtovaz and other big companies is to form highly-qualified, professional, movable personnel of all levels - managers and workers, well-prepared, and ready to react adequately to changes in inner and outer spheres. First of all the present personnel is taken into consideration and the program provides some measures in order to upgrade professional knowledge of staff. This program should coincide with reforms in management and with organization of labour and produce.

Market demands high professionalism from workers these days. In that respect much attention should be paid to Avtovaz. The company uses the effective promoting system of personnel. This system contributes greatly to productivity of the company. This promoting system is the first human resource management system in the country. It is the specific characteristic of big modern enterprises. This system is oriented to manage blue-collar jobs first of all who predominate in the company work. This system is aimed at creating the atmosphere where everyone can get the opportunity to be promoted according to his or her skills and objective needs of the company. The system includes the following types of professional promotion of personnel:

◆ perfecting professionalism, gaining new abilities and knowledge

◆ further training, gaining an upper grade

◆ transferring to a new work place without upgrading professional knowledge and changing profession

◆ gaining a new profession and changing a work place

◆ transferring to a new work place, gaining a position of a brigade leader or a master after completing some courses

◆ studying in universities and colleges in the course coinciding with company's specialization

◆ As it is seen from above, personnel policy can become the effective and useful basis for improving social and economic development in national enterprises. It is necessary for the government to take part in personnel policy and to contribute, thus, to social policy in the enterprises.

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