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HUMAN RESOURCE MANAGEMENT

Personnel management (HRM) is an activity aimed at the formation of human resources of the organization and their coordination.

Human resource management is critical to success of the organization, because human capital has certain qualities that make it valuable. From the point of view of business strategy, the organization can succeed if it has a sustainable competitive advantage and can maintain this advantage for a long time.

Modern trends in personnel management include:

1. New reward systems: personalized, comprehensive and flexible.
2. Artificial intelligence, robotics and automation: the importance of humans in the era of digitalization.
3. Communication without borders: the employee is always in touch.
4. Community involvement and social impact.

But at the same time with the development in this topic, there are challenges and problems of human resource management, which are:

Competition for talented employees.

Technological changes, namely the introduction of new technologies and the need for constant training and development of personnel.

Low motivation and involvement staff.

Therefore, in order to solve these problems, they implemented such ways as the use of modern methods and management technologies with the creation of favorable working conditions and motivation. And it is also worth paying due attention to investing in training and development staff.

After all, thanks to the effective management of human resources that the organization can attract and retain the best employees, increase their productivity, reduce costs and become more competitive in the market.