

## ABSTRACTS

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### SCIENTIFICALLY-METHODICAL APPROACH TO THE DEVELOPMENT OF HUMAN RESOURCES

The problems associated with the processes of human resource development of commercial enterprises in terms of adapting to the difficult economic situation in Ukraine have been considered.

The main factors determining the development strategy of human resource of the company, namely the level of human resources, stage of development of human capacity and enterprise life cycle phase, in accordance with which the explication of the choice of basic strategy by dint of diagnostic matrix has been formulated, have been distinguished.

The basic idea of the development of diagnostic matrix consists in the profile of strategic designation, according to the ratio «phase of the life cycle – development stage – the level of development» and the position of commercial enterprises due to the development level of human resources.

Depending on the ratio, twenty-four positions of commercial enterprises on a matrix that can be located in ten areas have been selected: high, sufficient, poor and critical level of human resources, where high and sufficient level of human capacity are the most perspective for commercial establishments, in addition, it is easy to use and the specifics of trade enterprise on any stage of its economic development can also be taken into account.

The resulting matrix of diagnostic analysis suggests that the three groups of surveyed companies are in a typical situation that facilitates the use of proper basic strategy for the development of human resources, thus for small businesses – a strategy of belonging, to the middle ones – an innovative strategy, for the large ones – consolidation strategy.

Metrological basis for the development of human resources is the choice of basic strategy due to the phase of life cycle of commercial enterprises and the stage of development of its human resources.