

*Alimova Sh.A.**Teacher of Asian International University***INFLUENCE OF PERSONNEL MANAGEMENT ON EFFICIENCY OF ACTIVITY OF THE ENTERPRISE**

Abstract: the article is devoted to the issues of personnel management at the enterprise, the influence of personnel management on the efficiency of the enterprise. Currently, the efficiency of personnel management at the enterprise largely depends on what information technologies are used at the enterprise and how they ensure the work of employees. Automated information systems combine Internet technologies and specialized software, with the help of which the efficiency of personnel increases, and ultimately the enterprise.

Key words: personnel management, personnel policy, personnel management efficiency, the role of personnel in the organization.

Personnel management at the enterprise is always based on an integrated approach. Without properly established goals and objectives of the enterprise, it is impossible to develop measures to effectively achieve them and evaluate the results of activities. At this stage, the role of personnel management is to analyze and solve a number of management tasks, as well as the efficiency of the organized personnel service at the enterprise, which ensures the recruitment of personnel, develops a motivation system, and analyzes the efficiency of human resources.

The success of an enterprise in the market, its competitiveness, profitability, stability is based on the qualified composition and potential of the enterprise's personnel. The development of an enterprise in the market directly depends on the degree of involvement of personnel in the processes of improving its activities [2].

Effective personnel management at the present stage is not formed arbitrarily, but in accordance with the needs and goals of production, therefore the composition of personnel, organizational structure, requirements for employees depends on the content and labor intensity of personnel management functions and the specifics of the enterprise's activities.

Every manager strives to optimize the organization's business processes and turn the company into a well-oiled, efficient mechanism. Functioning and continuous organizational development become interdependent states of the enterprise. The share of management functions and their quality are redistributed from external factors to internal ones. No business structure can stand still. It must develop, achieve new goals and solve problems, maintain stable economic growth and achieved positions. In the age of information technology, this level can only be achieved using these very technologies. To develop, an organization must manage its assets, the main one of which is personnel. Well-thought-out actions of the HR service will help the company win its place in the market and confidently make plans for tomorrow. What will happen if you combine work with personnel and information technology? You will get an information product for personnel management. In practice, the automation of certain enterprise processes does not go so smoothly. Enterprise managers, like ordinary employees, have many reasons to resist the automation of personnel management. They may lack both an understanding of why this is necessary and simply time; HR processes may be poorly described and identified; finally, both managers and subordinates may believe that automation will reduce their own "significance" and "importance" at the enterprise. All this leads to the fact that only 15% of domestic enterprises use automated HR management tools and are satisfied with them.

Why does an organization need an automated HR management system? First of all, to ensure a decent modern level of work with information. An automated HR management system provides centralized

storage of various data - from the staffing schedule to the list of employees. Once entered information will immediately be used wherever it is needed, and since there is no need to re-enter information, there are fewer errors and it is easier to correct them.

Avoiding paperwork undoubtedly makes life easier for ordinary HR employees: filling out standardized printed forms, obtaining arbitrary samples from the lists of enterprise employees, compiling reports at any time and for a certain period, and much more happens automatically. But the advantages for the manager are obvious. The use of a personnel management system organizes and systematizes information, ensures the efficiency of its processing. All this enables the personnel manager to analyze the situation with the company's human resources and make decisions quickly, using facts.

Modern automated personnel management systems are constantly and rapidly developing. They have new undeniable advantages, and as a result, today they can become an even more effective tool in the hands of a qualified personnel manager. Now automated systems not only facilitate the work on personnel records, but also provide objective information about the state of affairs in the company, allow you to reliably predict how the business will develop in the future.

The information technology market offers a wide range of software products for solving current problems of personnel management and optimizing business processes in companies of different levels of organizational development and different areas of activity.

Considering the works of the authors as O. Yu. Minchenkova, N. V. Fedorova, one can understand the system and role of personnel management, complex management functions and their impact on the activities of the organization. The authors consider personnel recruitment as an integral part of the organization's development strategy.

The strategy of the enterprise's personnel policy should be aimed at creating certain conditions for the employees of the enterprise that will allow the organization to achieve its goals. The formation of the strategy of the enterprise's personnel policy is influenced by the life cycle of the enterprise's development, the place and role of personnel management in the general system of personnel policy, the development of personnel technologies at the enterprise [8].

The activities of the management should be focused on optimizing the activities of the enterprise's personnel, methods and techniques for stimulating employees and motivating their activities.

Satisfying the needs of the enterprise's employees is one of the main goals in its successful operation.

The concepts of personnel management and the effective operation of the organization can be equated, because the integrity, performance results and competitiveness of the organization depend on how competently the HR department of the organization is organized.

Only top management can convey to its employees, using competent wording, their importance in the daily work of the enterprise, since each employee needs to see the results of their work. Employees of the enterprise should be interested in the high-quality performance of their duties and functions, and therefore in achieving the goals of the enterprise. Based on the above, a personnel motivation system is formed, which is aimed at the effective performance of functions [1; 6].

Thanks to a single corporate information system that operates at the enterprise, it is possible to satisfy not only the existing information needs of the enterprise's personnel, but also to increase the efficiency of its activities. The basis of the concept of personnel management is the development of principles, directions and methods of management, accounting of work with personnel at all levels of strategic planning of the enterprise, introduction of new methods and systems of training aimed at improving the qualifications of personnel, definition and implementation of a coordinated unified tariff policy and remuneration, development and application of economic incentives and social guarantees in the field of social partnership at the enterprise.

Such personnel policy of the enterprise should ensure the development of a personnel management strategy, rational selection and hiring of personnel, analysis, planning, forecasting of personnel potential and the labor market, personnel changes in the organization, personal assessment of the level of knowledge, skills, mastery and personal responsibility, assessment of the work performed and its results, organization of advertising and establishment of interaction with external organizations that provide the enterprise with personnel. At present, legal and information support for the personnel management process and the creation of working conditions is of great importance.

The organization of labor relations in terms of developing rules and methods for assessing the performance of personnel's functional duties, developing a sense of responsibility in employees, analyzing and regulating group and interpersonal relations, managing industrial conflicts and stress, conducting social and psychological diagnostics, forming corporate culture norms, and creating safe working conditions requires special attention and responsibility from the head of the enterprise.

Modern methods of personnel management are aimed at implementing the need to obtain objective, reliable and comprehensive information at any time.

At present, the effectiveness of personnel management at an enterprise largely depends on what information technologies are used at the enterprise and how they support the work of employees. Automated information systems combine Internet technologies and specialized software [5-7]. The implementation and subsequent operation of information systems make it possible to change the organizational and management structure, management methods at the enterprise, incentives and possible methods of personnel motivation, that is, changes occur in the internal environment of the enterprise.

Thus, it can be said that when implementing an information system, all processes related to personnel change, therefore it is necessary that the information system corresponds to the mission, goals, and development objectives of the enterprise.

Information systems can be considered as a software and hardware system designed to automate the targeted activities of end users (employees of the enterprise), ensuring the processing, receipt and storage of information [3].

Today, almost every organization can encounter such information systems. Due to their practicality, versatility and independence from the workplace, they are becoming more widespread.

Information systems allow you to influence the activities of enterprises in a qualitative way by creating new opportunities for management at the enterprise, due to which personnel management becomes more dynamic, mobile and efficient, and in the modern market conditions of the enterprise's existence, this factor is one of the fundamental factors for the success of the organization's activities, since it allows you to effectively restructure the organization's activities and quickly respond to external changes occurring in the market [4].

Thus, the main and fundamental part of the enterprise's activities is a properly created and competently constructed personnel policy of the enterprise, where information systems are one of the fundamental factors in the efficiency of the enterprise.

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