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THE USE OF MODERN MECHANISMS FOR EVALUATING THE PERSONNEL POTENTIAL OF CRISIS ENTERPRISES

The effectiveness of crisis management is characterized by the degree of achievement of the objectives of mitigation or location of positive crisis use in relation to the resources spent on it. It is difficult to assess this performance in terms of exact calculation, but it can be seen in the analysis and overall assessment of management, its success or failures.

The possibility of crisis management is determined primarily by human factor. The main purpose of crisis management is to provide good routine or random results with healthy organization, which is achieved through the use of environment based on well-organized personnel management and communication.

The need to modernize assessment of human resources in the modern market economic system is determined by many factors: the dominant role of man in the system of social production; acceleration of technological progress, which is one of the key factors for successful development of social production; essential and valuable intellectual resources in comparison with material resources; recognition of the fact that man is the source and carrier of ideas, knowledge and ability

to implement them; human capital is the most attractive destination for investment, most cost-effective and efficient.

Human resources management in precarious conditions and sometimes even crisis is a comprehensive, carefully planned and thought out activity based on a system of scientifically based principles.

The principle of reliance on the professional core of human resources is very important. The core of human resources is a set of skills of employees, providing its strategic advantage in the markets of goods, services and knowledge.

Analysis of works of both foreign and domestic scholars allows stating that currently there is no single universal methodology of evaluation of human capital, which leads to difficulties in the study of the real condition of human development and makes impossible qualitative evaluation of human resources.

The results of a comparative analysis of different methods of assessment enables to argue that the complexity of the assessment is that the unit of human resources is not an employee, but his knowledge and skills, and this capital without its carrier – a human – does not exist.