

THE DEVELOPMENT OF ENTERPRISE LABOR POTENTIAL IN THE CONDITIONS OF THE KNOWLEDGE SOCIETY

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Global economic conjuncture, leads to the formation of the knowledge society, the development of labor potential of staff, is characterized primarily by rapid changes and fierce competition when it is the speed of decision-making can lead to effective results. Information becomes a factor of production, constant updated diagnosis and assessment of the competencies of staff. Business environment increasingly are characterized globalism (global challenge), innovation (high-performance work system challenge; social challenge) and technological (quality challenge) changes. Its organizational components are: part-time, contract system, floating rates of pay; assessment on key performance indicators; assessing work and work outcomes, charismatic leadership; the transition from stable, unchanging knowledge to development, especially, in communication and analytical competencies; formation of client base; take account of leadership, motivation and knowledge base of the organization; partnership and the dominant influence of the human factor.

A market economy requires rapid reorientation of business activities in changing market conditions that in its turn changes the direction of the development and use of labor potential of its employees. Some enterprises have special issues relating to labor management relations and human resource information systems. Moreover often a situation arises in which the level of employment potential not meet the new requirements of the business. In such conditions it is necessary to search using reserve personnel capacity in the labor force by introducing new approaches to human capital management.

The development of labor potential of any company in the conditions of the knowledge economy is a pledge of its competitiveness. This is especially important during rapid informatization economy, when any resource, except for employment may be copied.

Labor potential of personnel in this period is the basis of obtaining new, more compelling, competitive advantages in different structure of market. Allows to effectively organise the work of the enterprise by optimizing the headcount for its high level of quality characteristics. Thus, the quality of measurement component of labor potential company serving the development of its human capital, in the modern demands of the knowledge economy and the gradual transition to innovative development of all industries is plays a crucial role. One option for such purposeful transition stands in its use of competency-based approach to personnel management.

Analysis and forecasting of professional competencies are important for the labor market as one of the main factors in the development of human capital is particularly important for Ukrainian society at the transition to an innovative economy.