

DEFINITION PERSONNEL POTENTIAL OF THE ENTERPRISE

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The growing role of a person in economic processes requires thorough theoretical and methodological research in this area in order to clearly justify a wide range of concepts used in scientific circulation. A large number of terms do not have a clear scientific interpretation and are not outlined in the legal field, which causes a misunderstanding of socio-economic categories.

Evolutionary, the category of personnel potential appears in economic circulation as a result of changing the extensive way of developing production to intensive. What, in scientific thought, is regarded as the reaction of science to the need for practice, which involves the growth of qualitative formation and the use of appropriate capabilities of individual workers as a whole. As a factor that prompted the emergence of the concept of "human resources" determine the strengthening of the role of the human factor in the activities of enterprises.

In defining the category of personnel potential of the enterprise (PPE), it is necessary to take into account the whole set of approaches (resource, factor, integral, systemic, attributive-synthesizing indicative and resultant competence) that have developed in the economic thought for the current period of time. The existing approaches to the understanding of the socio-economic category "personnel potential of the enterprise" are analyzed, and it is established that, accordingly, to the features of the system, its essential load is most fully disclosed precisely because of the system approach. The author believes that PPEs should be viewed as an open socio-economic system (from the Greek «system», which consists of parts, united) and this makes sense, because the human potential interacts with the external labor market to improve its characteristics through movement frames, and internal, through the transfer of labor potential into the personnel through the improvement of qualitative characteristics. In addition, it is necessary to take into account the duality of the system, when components of the lower order (individual potentials as systems) form a system of higher order - human potential.

It is established that the personnel potential of the enterprise is a complex dynamic socio-economic system, which has both static characteristics that are represented by its structure and mode of operation (a set of elements and characteristics of processes), as well as dynamic, which are related to the target component, that is, directional movement in space;

It is suggested that under the personnel potential of the enterprise to understand the open socio-economic system, which is represented by the existing set of abilities and capabilities of the personnel of the enterprise, having quantitative and qualitative characteristics necessary for the enterprise for the sake of sustainable development.