

ASSESSMENT OF THE CURRENT STATE OF HUMAN RESOURCE MANAGEMENT AT MOTOR TRANSPORT ENTERPRISES

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At the present stage of development, motor transport enterprises face numerous challenges in the field of human resource management. One of the main problems is the use of outdated HR management methods that no longer meet the demands of a rapidly changing market and technological progress. In many cases, personnel policies rely on traditional approaches, while the information systems in use are inefficient in processing data and hinder effective communication between departments.

The low level of digitalization in HR processes significantly complicates modernization. The lack of modern digital platforms for recruitment, training, and employee performance evaluation leads to delays in decision-making, reduced management quality, and the loss of competitive advantages. In many companies, the implementation of such technologies is either in its early stages or entirely absent.

Another issue is the lack of adaptation in professional development systems to the current labor market requirements. Standardized approaches to upskilling fail to account for individual employee needs and the specifics of a multicultural environment. This results in lower employee engagement, increased staff turnover, and reduced overall productivity.

The organizational culture at many motor transport enterprises typically retains a hierarchical management structure, which limits opportunities for horizontal communication, stifles employee initiative, and hinders innovation. In the context of globalization, such a management model loses its effectiveness and requires a shift toward an open, inclusive, and flexible corporate culture.

Cultural diversity is another pressing concern. With the expansion of international cooperation, motor transport companies increasingly work with multicultural teams. The absence of adaptation programs, intercultural communication training, and integration strategies creates risks of misunderstandings and conflicts, negatively affecting team performance.

Additionally, the weakness of HR analytics and the limited capacity for strategic planning prevent companies from responding promptly to external changes. Without modern tools for data analysis and forecasting, effective decision-making becomes more difficult, which, in turn, reduces competitiveness on the global market.

Therefore, the current state of human resource management in the transport sector requires comprehensive modernization. The implementation of digital technologies, the development of adaptive professional growth programs, the transformation of organizational culture, and the integration of intercultural management practices are crucial. A systemic approach to HR reform will enhance the efficiency of enterprises under modern challenges and improve their competitiveness.