

Bei Hanna, PhD in Economics, Associate Professor of Management and Behavioral Economics Department, Vasyl' Stus Donetsk National University, Vinnytsia, Ukraine

MANAGEMENT OF PERSONNEL DEVELOPMENT AS METHOD OF ENSURING OF HIGH LEVEL EMPLOYEES ENGAGEMENT

Introduction. In modern conditions of economy development forming a high level of the personnel engagement and a highest level of motivation of work allows enterprises to reach the best indicators of efficiency.

Purpose. Determination of interrelation between effective personnel development management and achievement of high level of its engagement in the conditions of competitive economy.

Results. In the article it is determined that management of personnel development, availability of the professional improvement and training opportunities in the course of work act as one of the determining factors which influence the level of the personnel engagement. Interpretation of the personnel engagement and modern vision of this problem at the Ukrainian enterprises is proved, the interrelation research between existence of effective systems of personnel development and increase in level of its engagement is conducted. High degree of dependence between availability of predictions of professional growth, an opportunity to enhance the skills on a workplace and desire to continue working at the entity, an embodiment of own and corporate tasks is

revealed. The directions of improvement of the existing personnel development systems of the enterprise in the context of ensuring high level of the personnel engagement are offered, major factors of influence are formulated. Major factors, which influence level of personnel engagement, are fair and clear system of a financial incentive, the developed communications structure and certain organization culture, the system of an authority delegation and goal setting, forming of positive image of the enterprise and also the worker's embodiment as persons. The last component is considered in the context of management of personnel development - systems which are provided by fixed professional enhancement of workers and improvement of their knowledge, abilities and habits.

Conclusion. It is proved that effective management of personnel development is offered to workers as an important factor of engagement to work, and the lack of similar system and opportunities of advanced training and professional knowledge negatively influences job satisfaction and loyalty of personnel.

Keywords: *personnel development, employee engagement, motivation.*

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