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HUMAN RESOURCE MANAGEMENT: NEW TRENDS AND THREATS

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Abstract. *The article analyzes the current global trends in personnel management, among which alternative employment, abandonment of the functional hierarchy, effective cooperation through the joint efforts of management and subordinates to quickly solve current and future problems, humanization of business processes, a new format of the remuneration system, professional training and development, digital technologies in the personnel management system are characterized. Threats and constraints are identified, approaches to accelerate the adoption of trends in the practice of personnel management of companies are proposed.*

Keywords: *tendency, personnel management, personnel, management.*

In the sphere of managing human capital, the relevant issue of new strategic approaches and principles, the high quality of the important resource and the growth of social and economic development.

The purpose of the article is to study global trends in personnel management, identify the main threats and problems associated with their spread.

At the present stage, there are a number of major trends in HR management that provoke rethinking in the HR management system. Three years ago, the

world was talking about "race to the cloud", when companies were in a hurry to replace all their programs with integrated HR platforms. In 2019, as digital management practices and agile organization design become central to business thinking, HR is changing again, focusing on people, work, and platforms.

The major HR trends in the world include: attracting alternative workers; introduction of teamwork; focus on effective leadership; humanization of business processes; transition to a new format of the reward system; active implementa-

tion and application of robotics and artificial intelligence (AI); continuity of training; creation of effective internal mobility programs; use of cloud technologies.

Implementing the above trends in HR will provide new opportunities for HR, which in turn will help managers and organizations reduce gaps in the speed of adaptation to change and increase business performance.

As organizations transition to the digital realm, they face a growing need to revise their structure to grow more actively, adapt to change more quickly, train their employees more effectively, and meet their career expectations. Leading organizations move from the design phase of a new structure to its immediate creation.

Today, HR's focus has shifted toward building the organization of the future. Companies are hiring young, digitally savvy workers who are comfortable doing things themselves and sharing information in a transparent way. They want an integrated, digital experience at work-one designed around teams, productivity, and empowerment and HR is expected to deliver it.

The introduction of modern trends in the field of personnel management requires a number of small companies to develop a quick response programs to strengthen their own competitive potential to ensure progressive business activity.

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