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INTELLIGENT HUMAN RESOURCE MANAGEMENT IN THE FUTURE COMPETITION OF ENTERPRISES

In the future competition of enterprises, human resource management is a very key link. With the rapid development of the fourth scientific and technological revolution, the application of big data, cloud computing, block chain, 5G and other technologies has made the digitalization of human resource management increasingly obvious. This paper analyzes the new characteristics of human resource management development, discusses the possible problems and solutions, in order to realize the innovation and benign development of human resource management in the new technology era.

1. Intelligentization of human resource management in the era of new technology

Human resource management from the human allocation in the agricultural society to the "scientific management" in the modern industrial era, technological changes constantly innovate human resource management technology, now, artificial intelligence, big data, block chain and other high-tech human resource management toward the direction of intelligent development.

1.1 Innovate talent selection methods

Big data to provide a more broad platform for the recruitment work, through various channels to release the recruitment requirements in terms of classification, classification management, improve the process of selecting and appointing talent systematization and standardization, can efficient to find more candidates and its related information, make the image more vivid of candidates, is advantageous to the enterprise to realize precise "post match".

1.2 Accurate and rigorous management of personnel files

Blockchain is the most subversive technology product in the network underlying architecture in the era of new technology. The combination of block chain and personnel file management can solve problems such as files are easy to be lost, destroyed, tampered with, difficult to replace, and long transmission cycle, ensuring the uniqueness and reliability of personnel information sources.

1.3 Intelligent devices facilitate dynamic management

The face recognition attendance mode adopted by enterprises will gradually replace "punch in" and "brush fingerprint" and other attendance modes, and change static attendance to dynamic grasp, avoiding the phenomenon of false check-in instead of punch in, fingerprint film brush. With the distribution of smart glasses, smart bracelets, digital brooches and other portable wearable devices with positioning, monitoring, recording and transmission functions, employees' working process and attitude can be supervised and managed, and passive human resource management can be replaced by proactive and forward-looking operation and planning.

1.4 Digital tools are high-speed and efficient

In 2020, COVID-19 broke out in many countries, and quarantine measures boosted the rapid development of remote video and visual performance. 5G networks and intelligent conference

platforms provided conditions for digital and virtual collaborative communication. Cross-regional decision-making meetings, remote office, co-transmission of documents, virtual display and other work, greatly promote the work efficiency of cross-regional enterprises and institutions, but also save the cost of human resources, to achieve high-speed collaborative communication.

1.5 Talent training is more scientific

The use of digital tools, such as online MOOCs, auxiliary eyepieces and panoramic presentations, has made human resource training more convenient and efficient, breaking through many traditional restrictions. The human resources department collects and processes all kinds of data of employees in the training process in a timely manner, and distributes the relevant information of employees to the employing department, so as to provide effective data support for strengthening the department's appeal for employees' career development and making up for the shortcomings of professional skills.

2. Challenges of rapid application of new technologies to human resource management

Artificial intelligence, big data, block chain and other technologies have been widely applied in the field of human resource management, bringing efficient, accurate and scientific development momentum to human resource management. However, the imperfection, uncertainty and excessive application of new technologies may also make human resource management face challenges.

2.1 Possible invasion of personal privacy

Human resource management in the digital age has acquired a wealth of information. Some information involving personal privacy may be monitored and tracked by intelligent human resource management system, which may lead to the abuse and theft of personal privacy, resulting in the risk of privacy disclosure.

2.2 It may be detrimental to the inheritance of corporate culture

The application of new technology may lead to the idea of technology-based human resource management. Deviate from "humanized management" and "people-oriented" human resource management purport, so that they fall into the negative consequences of technological fragmentation of collective culture.

2.3 Intelligent human resource management personnel are not highly skilled

The fundamental purpose of technology innovation and application is to save manpower cost and realize automatic and accurate management. It is necessary to comprehensively master the intelligent human resource management of compound talents, otherwise, excessive use of technology will make human resource management virtual indicators, digital, graphical problems.

3. Countermeasures for the application of new technology in human resource management

Faced with new opportunities and challenges in the era of new technology, enterprises should pay more attention to the sharing and security of human resource data and promote the high-speed, healthy and sustainable development of human resource management in the new era.

3.1 Attach importance to technological breakthroughs

Technology is the biggest driver of human resources management innovation, the digital age must be from a technical point for human resource management efficiency breach, changes the traditional human resource management ways and means of cultivating learning and using high and new technology of human resource management culture, improve human resources management technology application level and recognition

3.2 Establish a sound legal system

Perfecting the legal system is the most effective means to solve the problem of "crossing boundaries" of human resource management in the application of new technologies. Relevant departments should conduct in-depth research and formulate guidance documents, management regulations and laws in view of problems such as excessive regulation, privacy disclosure and data discrimination, so as to ensure the "fairness and security" of human resource management in the new technology era.

3.3 Vigorously cultivate talent teams

Future technological development cannot be separated from human intelligence, and human resource management cannot be separated from human control. Therefore, the social demand for

high-quality human resource management team will be more intense. New technology era, human resources management should not only attach importance to the role of technology and scale, more want to focus on the management of talent comprehensive ability, realizes the person and intelligent system coordination and builds interdisciplinary talents will understand technology, management team, prepares for the future of human resource management new power, new technology era of human resources management innovation and benign development.

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**ЄВРОПЕЙСЬКИЙ ДОСВІД ДЕРЖАВНОГО РЕГУЛЮВАННЯ ЗАБЕЗПЕЧЕННЯ
ПРОДОВОЛЬЧОЇ БЕЗПЕКИ
EUROPEN EXPERIENCE ON GOVERNMENT REGULATION TO ENSURE
FOOD SAFETY**

За умов глобалізації питання продовольчого забезпечення, як генеральної цілі аграрної політики, залишаються завжди актуальними, особливо із позиції системи державної допомоги. Європейські країни використовують комплекс заходів, спрямованих на підвищення ефективності та стійкості національного сільського господарства. Тому порівняльний аналіз рівня їх урядової підтримки має слугувати орієнтиром механізму підвищення конкурентоспроможності продовольства в Україні.

На думку А. Мостової, у процесі реформування системи господарювання нашої країни було реконструйовано державний механізм забезпечення населення продовольством, але стратегічної концепції вирішення цього питання не було сформовано [1,с.319].Тому виникає потреба дослідження та систематизації зарубіжного досвіду, в першу чергу європейського, оскільки головним напрямом євроінтеграційних процесів України є агроринок, який виступає основним компонентом продовольчого ринку.

Країни ЄС вирішують питання державного регулювання та фінансової підтримки сільського господарства за допомогою заходів як національного рівня, так і шляхом реалізації управлінських рішень в межах єдиної загальнонаціональної агропродовольчої політики Євросоюзу. Бюджет зазначеної політики формується із двох джерел: Європейського аграрного фонду гарантування (EFRG) та Європейського сільськогосподарського фонду розвитку сільських територій (European Agricultural Fund for Rural Development – EAFRD). На реалізацію таких програм в 2014–2020 рр. було виділено 100 млрд. євро. Фінансові поступлення в консолідований бюджет надходять у вигляді: прямих бюджетних внесків країн ЄС (0,73 % коштів бюджету кожної країни); частини непрямих податків (0,75 % від ПДВ кожної країни); митних податків та імпортих зборів.