

Abstract of the Article

"Key Trends of Human Resources Analysis in International Business" by O. Nemashkalo

Human resources are one of the main assets in any company; therefore problems of human resources research are of great importance both in foreign and Ukrainian management practice. Under conditions of structural transformation of labour market the headhunting and recruitment of highly qualified specialists are more complex tasks for employers, that is why the formation of personnel loyalty and the increase of job satisfaction of professionals who are employed in a company are one of the most important and urgent tasks of a HR-manager.

The article focuses on main trends of human resources analysis in international business. It deals with the methods of human resources evaluation in international business in terms of personnel loyalty evaluation and the level of motivation. The author analyzed the structure of companies and the level of job satisfaction both in Ukraine and in European countries. The understanding of main principles of perception and motivation in different groups of workers is the basis for the creation of effective interaction with them.

The advantage of the methodology of human resources analysis is the opportunity to divide the staff according to different criteria (demographic, social, psychological etc.). Based on the measurement of two general parameters: the sense of affiliation and job loyalty, the methodology of HR-analysis allows to distinguish four main types of employees: "leaders", "climbers", "the loyal" and "passengers".

HR study is the effective and practical way of company efficiency monitoring. The acquired results will help executives to make competent management decisions in the sphere of HR management.