

Abstract of the Article
“Strategic Management Principles
of Personnel Development”
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It has been determined that under present-day conditions of organization development, human resources development is of primary importance. The emphasis should be on correctly identified principles which meet the needs of a company, its objectives and strategy. It is essential to define the main principles of personnel development, which play the leading part in the general development of a company. The article deals with the issues which are of high priority nowadays, because an individual has become the main element in manufacturing process and directly influences competitive opportunities in a company.

The aim of the article is to distinguish the main methods of personnel development strategic management and to reveal their essence.

The article analyzes the term “principle”, determines personnel development principles, suggested by different authors. The key principles for the present-day stage of society development were systematized. New development principles which most of all depend on a representative of a labour force – an individual – were offered. Their main features and advantages were distinguished.

It was proved that keeping to the personnel strategic management principles, a manager gets considerable improvement in human resources potential, a positive synergetic effect being the result of it.

The article concludes that strategic management principles of human resources development are of primary importance in a present-day company.