

## **Abstract of the article**

### **“Speech culture in the system of communicative qualities of personnel as one of the most competitive advantages of human resources” by I.N. Gerashchenko**

Under modern conditions of economical development it is considered extremely important, if enterprises get and maintain long-term competitive advantages, which will provide their survival and successful work in the market.

Most organizational and management decisions in the field of creation and control of competitive advantages at enterprises have no systemic nature and grow out of the random search leading to failures with economic and social consequences.

Among the modern scientists studying the problems of the increase in human resources competitiveness it is necessary to mention Ivantsevich D.M., Lobanov A.A., Grachev M.V. Also this article include the works of the famous scientists studying the problems of Russian literary language, speech culture and communication etiquette, particularly such authors as Vasilieva A.N., Golovin B.N., Kolesov V.V., Kalinin A.V., Ozhegov S.I.

The object of this article is to study the current problems of the speech culture and the efficiency of personnel communication as one of the most competitive advantages of human resources.

This article considers speech culture in the system of communicative qualities of personnel as one of the most competitive advantages of human resources. It also includes ideas on improvement of personnel's own speech at the enterprise.