

Summary

Subject matter: Improvement of the practice of realization of the strategy of personnel management (on the example of the branch “Nalchikski” of the Commercial Bank of the Interregional Clearing Bank, ltd.

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Customer organization: KB MKB (ltd.)

Topicality of the research: In the conditions of the market the role of human capital is unceasingly growing, as well as the strategy of management. The strategy of personnel management is called to secure the effective interaction of the external and internal environment of the organization, and, likewise, the personnel with the organization.

The investment in the human capital and personnel strategy is a long-term factor of the organization’s competitiveness. All this account for the topicality of the research.

Objective of the research: to substantiate theoretically the improvement of the practice of the realization of the strategy of personnel management.

Tasks: 1. to study the essence, principles and elements of the system of personnel management of the organization; 2. to consider the role personnel management in the organization; 3. to study the formation of personnel management; 4. to give the general description of personnel management in the branch “Nalchikski” of the Commercial Bank of the Interregional Clearing Bank.

Theoretical and practical significance of the research: connected with the improvement of the scientific knowledge of the role and place of strategy in the system of personnel management, and also in the structure of the organization. Practical significance of the research consists in the possibility of a further use of the results of the research in the work of the organization in the field of the realization of the personnel management strategy, which, undoubtedly, will lead to the improvement of the strategy to be realized.

Results of the research: 1. The strategy of personnel management can be considered as the expression of the organization's own vision, the desirable ways of its development and the selection of the tools of achieving the goals. 2. Personnel management is a way, by means of which the organization's business strategies are realized. 3. The most well-known basic models of the formation of the strategy of personnel management in an organization are: the model of management of the formation of a high degree of commitment, the model of management of the formation of a high degree of effectiveness and model of maximal involvement.

Recommendations: 1. the improvement of the realization of the function of personnel selection including the methods of personnel attraction and establishment of the selection criteria; 2. development of the complex of procedures enabling the organization to realize the speediest possible adaptation of the personnel, both the primary, and the secondary one; 3. development of the unified method of appraisal; 4. building of the personnel reserve for promotion implying the procedures of the personnel upgrading.