SUMMARY

Subject matter: the role of the personnel management system in achieving the strategic objectives of the modern organization (on the example of LLC "SBSV-Klyuchavto Spectrum")

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Relevance of the research issue: To date, organizations are bringing to the forefront people, their professional skills, aspirations to achieve their goals and accomplish their tasks. Managers began to understand that employees are the main welfare of organizations, which can help the organization achieve effective results. The personnel management system helps the organization to provide itself with improved methods of working with personnel. In Russia, many leaders are beginning to revise their priorities, gradually they realize the need to use a scientific approach to management and establish a clear human resources policy that will subsequently lead to the achievement of all the organization's stated goals. Thus, the heads of organizations emphasize the importance of the personnel management system in achieving the organization's objectives. Solving the problem with the personnel management system will solve the problem of the functioning of the organization. In this regard, this topic is relevant for today.

Objective of the research - consideration of the role of the personnel management system in achieving the strategic objectives of "Klyuchavto":

This goal has established the following tasks:

- to study the concept, structure and functions of the personnel management system;
- identify the role of the personnel management system in achieving strategic objectives;
- consider the activities of LLC "SBSV-Klyuchavto Spectrum";
- analyze the effectiveness of personnel management in LLC "SBSV-Klyuchavto Spectrum";
- identify the impact factors on the personnel management system that can influence the development of LLC "SBSV-Klyuchavto Spectrum";
- develop directions for improving the personnel management system to achieve the goals of LLC "SBSV-Klyuchavto Spectrum";

**Theoretical significance:** The theoretical significance of the research is to expand the scientific understanding of the personnel management system, its essence and significance in the activities of modern enterprises.

**Practical significance:** Practical significance of the research consists in the possibility of applying the proposed recommendations for improving the management of marketing activities, both in LLC "SBSV-Klyuchavto Spectrum", and in other small and medium-sized enterprises of the market.

**Results of the research:** the personnel management system in LLC "SBSV-Klyuchavto Spectrum" is analyzed. The role of the personnel management system in achieving strategic objectives is disclosed. During the analysis, the weaknesses of the personnel management system were identified. The result of the research was the recommendations developed by the author on the improvement of the personnel management system in OOO "SBSV-Klyuchavto Spectrum".

**Recommendations:**
To create an effective system of personnel management, it is possible to propose a program for improving the personnel management system at LLC
"SBSV-Klyuchavto Spectrum", which includes the following elements: improving the selection and recruitment system, which will be aimed at identifying all the positive qualities of employees; annual certification of employees, which will help identify early failures in the work and immediately prevent them; the creation of a psychological service that will effectively solve the problems of interpersonal relations and conflict behavior; the formation of a personnel reserve, which will become a good example for others, how hard work helps advance the career ladder; the creation of a center for the training of future staff development; improving the system of material incentives for employees; ensuring free access of employees to documents, statutes; development of career development plan for employees.

Competent management helps maintain a favorable socio-psychological climate, which will contribute to the achievement of high performance results. The basic idea of improving the personnel management system is to give it the status of not just a personnel department, but a holistic personnel management system. A competent system of personnel management promotes team building, motivates employees to achieve not only personal goals and increases the efficiency of their activities.

This is precisely the importance of the human resource management system and the importance of its improvement.