SUMMARY

**Subject matter:** The Personnel Policy As an Organizational Management Tool (by the Example of the Limited Liability Company «SBSV-KLYUTCHAVTO YUG»).

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**Information about customer organization:** «SBSV-KLYUTCHAVTO YUG» ltd.

**Topicality of the research:** The growing importance of the personnel policy at modern enterprises is caused by the difficult social and economic situation in which they are operating now, as well as by the fact that the personnel is an efficient tool for the solution to any economic problem. It determines the importance of the complex analysis of all the aspects of the formation, use and development of the personnel potential of the economic management subject and it is the most important direction of the personnel policy improvement.

**Objectives of the research:** are the all-round analysis of the personnel policy as an organizational management tool as well as the elaboration of recommendations on its improvement.

**The tasks of the research:**
- to study the nature, content, basic features of the personnel policy as an organizational management tool;
- to establish the interaction between the personnel policy and the strategy of an enterprise;
- to analyse the assessment criteria and the ways to improve the personnel policy at the enterprise;
- to give a concept description and to analyse the functioning of the «SBSV-KLYUTCHAVTO YUG» ltd.;
- to carry out the analysis and the assessment of the personnel policy at «SBSV-KLYUTCHAVTO YUG» ltd.;
- to work out recommendations on the improvement of the personnel policy at «SBSV-KLYUTCHAVTO YUG» ltd.

The theoretical significance of the research consists of the enlargement of the scientific notions about the personnel policy as well as showing the nature, role and place of the personnel policy in the management system at a modern enterprise. The practical significance lies in the use of the offered recommendations on the personnel policy improvement in the work practices of «SBSV-KLYUTCHAVTO YUG» ltd. and at other enterprises of various forms of property.

The results of the research: The personnel policy in the broad sense is a system of purposeful, formulated in a definite way and consolidated rules and norms which coordinate the human resources with the long-term strategy of the firm. The personnel policy in the narrow sense is a set of specific rules, recommendations and restrictions (often subconscious), which is implemented both in the process of direct interaction between counterparts and in the relations between the employees and the firm on the whole.

Recommendations:
- to carry out the research of the employees’ job satisfaction as well as the reasons of the personnel dropout;
- on the basis of the research of the personnel dropout it is necessary to carry out a detailed analysis of the personnel turnover and to work out specific measures to reduce it;
- to carry out the diagnostics of the organizational culture of «SBSV-KLYUTCHAVTO YUG» ltd., which will contribute to exposal of the negative features of the existing organizational culture, which restrain the company development and the positive ones that foster it.