

сприяють вирішенню проблем з покриття дефіциту бюджету, та вчасною виплатою пенсій різним категоріям пенсіонерів.

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THE ROLE OF COMMUNICATIONS IN IMPROVING THE EFFEVTIVENESS OF BUSINESS PROCESSES IN MANAGEMENT

In today's organizations, communication is an art through which information is transmitted, both at all managerial levels within companies and between management and employees. This is a way to help achieve the key goals and results of organizations exactly as planned.

The main objective of this development is to present and analyze the key role of communications in improving the efficiency of business processes in management, while at the same time demonstrating how this efficiency depends to a large extent on communication methods and techniques, the receptivity and trust between management and subordinates, the importance of creativity and "talent" in the communication process as part of the overall business process in companies.

The development emphasizes the claim that effective communication is the "lifeblood" of organizations, and that effective and efficient communication influences the positivity "at the core" of organizations in achieving their strategic and business goals. The indispensable role of communications undoubtedly affects not only the organizational and business climate in organizations, but also the

performance and performance of employees and their work, the motivation and organizational behavior, the overall work processes and goals of companies.

Communication is an indispensable tool for organizational development, for presenting companies in the dynamic and competitive environment in which they operate today, in the immediate processes of continuous change in the modern business world. It penetrates all levels of the organization. Communication is not just an important tool for social interaction, it is also a means by which all relationships at the organization and management level are established and maintained. The term communication comes from the Latin word "communis" which means "to share" [3, p. 65].

In the context of business processes and organization management, this sharing means "participation", "collaboration", "sympathizing", "trust", "experience", therefore it is a social activity, but also much more, because if it is simply the result of the transmission of verbal and non-verbal symbols, then the communication we are talking about is missing. Communication is an art and like any other skill it can be learned and improved. It is no accident that the most successful businessmen are aware that much of their success is due to their good communication skills and therefore they are constantly developing and improving [1, p. 29].

Effective management communication is key to achieving the organizational and business goals of companies. Managers seeking to become better communicators must first meet two key conditions: (1) to correctly select their message (the information they wish to convey) and (2) to improve their understanding of what others are they want to let them know (to strive and understand their subordinates, not just wanting to be understood correctly). The fact is that today every company has its own setting, structure, strategy and goals - common to the organization, the groups and teams within it. However, the members of this organization have their own individual goals. These interactions create the organizational climate. Any ineffective communication can lead not only to uncertainty, doubt or dissatisfaction - it can be a serious impediment to poor employee performance, poor performance and low productivity. It is therefore essential that managers communicate effectively with their employees and teams. The extent to which management achieves the business objectives of an organization and manages its business processes in a truly efficient manner depends on its ability to communicate effectively [5, p. 93].

Unfortunately, many senior executives at various management levels still do not understand what communication really is and what its role is for a company [4, p. 352]. Effective communication improves organizational relationships and minimizes dissatisfaction and distrust among subordinates. It is very difficult to achieve the strategic and business goals of companies when communication is ineffective. A really serious and expensive price is being paid by organizations today because of the large communication gaps. For this reason, understanding and understanding the role, importance and importance of communication is a prerequisite for progress. Taking it even more seriously, it can be said that it really makes little sense for an organization to exist and to move forward if the foundations of communication and the transmission of messages within it are lost or meet insurmountable barriers in the communication process.

Modern business organizations exist today to achieve predefined and defined goals. Keeping them up to date with the highly dynamic and competitive environment ultimately requires a manager who works with and through people. In this context, communication plays a vital role in achieving these goals. Then there is the question of whether a management has failed due to poorly implemented communication strategy in the organization, but first is the realization that communication in the engine of all management functions. The success or failure of management functions depends largely on the role of communication in the organization.

Today, events and processes are constantly occurring in the world, which place new demands and opportunities on communicative theory and practice, and present new challenges to researchers and practitioners. The efforts of both employees and managers are needed. Activities that have nothing to do with the philosophy and technology of communication or the neglect of sustainable communication with different audiences - employees, subordinates, teams [6, p. 16].

Continuous changes are taking place in the modern world: organizations merge, absorb, close, re-emerge. Owners, managers, corporate policies, users, customers change very quickly. All this leads to a blurring and loss of an already formed corporate identity. The inevitable changes necessitate the inclusion of communication in each organization's strategy. This need, sustained over time, is an adequate response to the expectations of those audiences on whom the success of the organization depends and, at the same time, a means of integrating their own resources in the processes of organizational policy realization [6, p. 136].

The results become tangible, affect directly the profit of each business organization, increase the effect in the work of the non-profitable formations, increase the trust of employees, reflect directly on their performance and performance. Through modern communication, every organization receives effective means of retaining positions, finding market niches, gaining new audiences, retaining and developing talented employees. Communication makes organizations popular, creates and constantly enhances their positive reputation, which itself begins to work for them.

Today's communication is all-inclusive and pursues ambitious goals. It wants to provoke understanding, to achieve a change in attitudes and attitudes towards the company, in the attitudes and relations between managers and subordinates. Communication is one of the most important management levers a company can use to form teams and deliver valuable results [2, p. 11]. Modern communication is a complex, continuous and patient activity that takes place in a dynamic, ever-changing environment for organizations. Only those who study her art conscientiously and seriously, know the achievements of modern social sciences and follow the world experience succeed.

The implementation of the tasks assigned to communication go through certain stages, each with its own peculiarities and requirements. Communication is a social technology, and as such it obeys certain "internal" laws that contribute to its design as a profession and art with its own, unique, specific appearance, whose enormous role inevitably contributes to improving the efficiency of business processes in management.

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HR БРЕНД КАК СПОСОБ УПРАВЛЕНИЯ ЧЕЛОВЕЧЕСКИМИ РЕСУРСАМИ

Результативность компании определяет грамотное использование и распределение имеющихся у нее ресурсов. Главным ресурсом компании считаются человеческие ресурсы, поэтому проблема их рационального использования является ключевой. В связи с сложившимся дефицитом высококвалифицированных специалистов работникам предъявляются все более жесткие требования к их личным и деловым характеристикам, их умению и навыкам, уровню квалификации и качеству профессиональной подготовки. В связи с этим на рынке труда обострилась конкуренция между работодателями.

Понятие HR-бренд – бренд работодателя вошло в обиход специалистов по управлению недавно. HR-бренд – это привлекательный благоприятный имидж компании как работодателя в глазах соискателей, ради которого они готовы немного снизить свои требования к работе или выбрать среди других поступивших предложений именно эту компанию, чтобы стать ее сотрудником[4].

HR-бренд находится в тесной взаимосвязи с товарными и корпоративными брендами, которые влияют друг на друга и вместе образуют систему брендинга, где каждый бренд выполняет свою роль. Данное направление управления персоналом набирает все большее и большее значение, так как уже работодатель борется за более профессиональных сотрудников.

Развитый HR-бренд позволяет [2]:

- сокращать сроки закрытия вакансий;