

**Fonaryova T., Pakhlova O., Tsymbalyuk O.
D. Kozenkov, research supervisor
National Metallurgical Academy of Ukraine**

STAFF MARKETING AT INDUSTRIAL ENTERPRISES OF UKRAINE

At the present stage at industrial enterprises of Ukraine sharply rises a problem of creation conditions which will ensure optimal use of staff considering requirements and interests of the enterprise and each worker separately. An achievement of such balance is possible thanks to marketing introduction in management of staff. It will give the chance to the enterprise to satisfy a demand of a personnel scrutinizing a labour market, to adjust possibilities of the enterprise with interests of each worker, to trace changes in professional and qualification structure of personnel, to reveal tendencies in labour development on a labour market and to advance qualitative and quantitative requests to it in time.

The primary goals of marketing of staff are: definition of requirement for staff, labour market scrutinizing, search, selection, hiring and estimation of staff, its training and development, preservation and labour efficiency stimulation.

Today almost all industrial enterprises of Ukraine face a problem of shortage of qualified workers. Therefore realisation of marketing researches on a labour market, the analysis of external and internal factors, an information supply of marketing management of staff, the organization of strategic and operative controlling of staff marketing are at the present stage mainstreams in personnel activity of the enterprises.

The special attention should be paid on the marketing information, as a resource of personnel activity of the organisation. The market of the personnel information contains the marketing information which is received in the course of studying, research of purchase and sale of a labour and all business subjects interaction about it. However, it is underlined in the scientific literature that requests to an information component of a labour market on the basis of the marketing approach are insufficiently formalized. Items of formation and development of marketing relations in the information market began to be considered by domestic scientists only rather recently.

For modern industrial enterprises creation of information supply system of a labour movement is especially important. In the solving of this problem it is necessary to rely on a labour market statistics as the most developed segment of a labour marketing information supply. It consists of two types of information.

The system of information support of a state policy of employment which is now being formed in Ukraine, for the purpose of operative and flexible reaction to conjuncture changes in employment sphere concerns the first type of the information. Also it contains the information of not state structures of employment assistance – recruiting firms, the educational centres and other agents of labour intermediary on a labour market. Data on competitors' terms of employment, the reasons and dynamics of the personnel fluctuation at these enterprises, etc., concern other type of the information. This type of the information is informal, confidential and extends, as a rule, by means of private communication systems. Thus, owing to labour market development, labour marketing management is carried out with use of modern telecommunication technologies.

Company "Interpipe" can serve as a vivid example in use of such technologies. At the metallurgical enterprises of pipe and wheel business there are the complex information systems of management basing on ERP class systems. Abbreviation ERP is deciphered as Enterprise Resource Planning. According to the last definition of APICS (American Production and Inventory Control Society), ERP are frameworks of the definition and standardization of business processes that are necessary in effective planning and control of the organisation so that it could use internal knowledge for search of external advantage. ERP is the information system supporting methodology of effective planning and management of all resources of the enterprise, including a manpower. This system will allow to carry out both strategic, and operational planning of marketing activity on a labour market, based on the authentic, representative marketing information.

Thus, market relations in Ukraine stipulate a necessity of adequate reorganisation of a information supply and application of the marketing approach in the staff management.