

Workable - онлайн-система для управління процесами рекрутингу. Це рішення комбінує систему відстеження кандидатів (ATS, Applicant Tracking System) і рекрутингову платформу з можливістю пошуку релевантних резюме в інтернеті і на сайтах пошуку роботи.

Hurma System - недавнє поповнення ринку HRM / HRIS - систем. Це комплексне рішення для HR, рекрутингу та OKR в одній системі. Від першого контакту з кандидатом, проходження всіх етапів рекрутингу, до перевodu його в співробітника, адаптації, утримання і навіть моніторингу настрою.

Softline IT – рішення для HR, яке дозволяє автоматизувати процеси організації кадрового обліку та розрахунку заробітної плати в компаніях будь-якого рівня і різних галузях діяльності. Програма проста у використанні і в той же час має широкий спектр налаштувань і функціональних можливостей, охоплюючи всі завдання обліку кадрів.

Безумовно, наведений перелік програмних продуктів не є вичерпним, існує велика кількість актуальних продуктів, сервісів та платформ в різних HR-галузях.

Для пошуку персоналу підприємства також використовують соціальні мережі (LinkedIn, Facebook). LinkedIn – це найбільша у світі соціальна мережа для пошуку та встановлення ділових контактів. Кількість українських користувачів LinkedIn перевищує два мільйони осіб, а кількість вакансій в Україні перевищила 50 тисяч [3].

Епоха цифрових технологій диктує необхідність пошуку нових та адаптації існуючих моделей менеджменту. Діджитал-технології підвищують ефективність управлінських рішень не тільки в HR, а стають основою майбутньої конкурентоспроможності компанії. Але для того, щоб підприємство залишалось успішним, спеціалістам з управління людськими ресурсами доведеться тісно співпрацювати з IT-підрозділами та ретельно вибирати програмне забезпечення.

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BUSINESS - THE ENVIRONMENT OF SMALL BUSINESS

For studying of contextual features of the organisation of enterprise activity use based is important on is system - an evolutionary paradigm multicontextual approach. The given approach focuses attention on multidimensional research of that aspect of economy which is connected with determining action of diverse structural conditions and factors, is hidden economic processes influencing a course and changes.

Institutional norms and rules create restrictions, define possibilities and stimulus for business. Cultural - valuable orientations influence recognition of technological, market and organizational possibilities by businessmen. The width and periodicity of influence of factors business - allows to subdivide environments business into enterprise activity - the environment of small business on remote (macroenvironment) and the environment of the nearest environment (a microhabitat or the internal environment).

Businessmen adapt to factors of macrocircle, as they are uncontrollable and cannot cope enterprise structures. It is possible to present a microhabitat of the subject of small business as set of the functional areas, everyone their which is characterised by special objects of activity, technology, relations [1].

The analysis of factors business - environments of small business allows to aggregate them on groups (nature - climatic, scientifically - technical and valuable - the institutional environment including cultural, financially - economic, organizational, legal and political environments), each of which has certain components. Business - environment forms original and difficult structured space of co-operating and numerous factors, various on the importance and duration of influence on behaviour of small business.

Small business represents a multilevel network of market and not market institutes and mechanisms of their interaction in which frameworks activity on production, creation, storage and distribution of new knowledge and technologies is carried out. Realisation and functioning of these institutes it urged to provide the effective it is state - private partnership.

Business - the environment of small business - the difficult multidimensional functional system acting in a kind structurally - a spatial environment. Subjects of small business represent the open system which internal environment can видо change under influence business - the environment forming set of factors of direct and indirect influence.

The model which has developed in national economy business - environments of small business creates some frame conditions to some extent favorable for its development and causes formation of corresponding model of small business. The variation of parametres of enterprise behaviour in frameworks given models depends on potential e è basic the technical - economic matrix which exhaustion negatively affects results of activity of small business, leads to decrease its competitive advantages. The model of its development turns to model of a survival from - for developed adverse business - environments. Change of model on the basis of transformation of its basic backbone structures is necessary. Preservation of out-of-date model business - will be accompanied environments by reproduction of inefficient forms and methods of enterprise activity.

For effective interaction about business - it is necessary for subjects of small business to analyze constantly dynamics of its development, however such analysis becomes complicated a number of circumstances which make special demands to professional level of enterprise activity circle. First, the structure of factors is difficult enough and diverse; secondly, degree of influence of each of factors on enterprise activity is inadequate; thirdly, influence of one factors has constant character, while

others - incidental; fourthly, changes in business - environment are mobile and chaotic that complicates their researches [2].

The starting mechanism the valuable - institutional innovations is accumulation by businessmen of experience and the knowledge connected with detection of new possibilities proceeding from modified perception of benefits and costs, and also formation of representations about the alternative models of the behaviour based on updated cultural - valuable reference points.

Speed of change of various contexts business - is caused environments them inertia. Key value factors inertia have, characterising orientation and degree of influence on parameters of this activity and defining comprehensible combinations of elements of variability and a heredity. Thus abilities of revealing of forces braking transformation, organizational forms and institutes, cultural and technological barriers are important, and also realisation of the measures, allowing to weaken their influence and successfully to spend changes.

In the given conditions the new mental model of business allowing more adequately to classify an economic situation and to form a frame line of action, and also corresponding to this set situational the value - institutional mechanism is created. At microlevel the value - institutional innovation acts in a kind the value - institutional business connected with realisation local the value - institutional changes, and "the traditional" businessman creates new business - models.

The choice of forms and methods of institutional changes by the businessman is defined by search of possibilities of their realisation in developed cultural-institutional and technic - economic context on the basis of use of some the value - semantic schemes. In turn, character and scales of influence of institutional business on transformation of a cultural and institutional landscape in many respects depend from divided by members of a society of a matrix cultural - valuable orientations and institutional system [3].

In innovative economy coordination is provided with a complex combination market. In each of its spheres there is own statement of a problem about decision-making in the conditions of uncertainty and the mechanism of its realisation. Compromise search assumes use as a debatable and trunk-call platform affirmed on macrolevel cultural - valuable representations which focus on achievement of the general benefits. It allows to reduce various procedures of coordination to a common denominator and to solve the practical problems connected with changes business - environments on the basis of development cooperation - competitive mechanisms, formation of successful enterprise networks and clusters.

As it is marked in the concept of institutional configurations for understanding of mechanisms of realisation of changes in business - environment important allocation for institutes internal and external a stake holders in an explicit form with detailed elaboration of their structure, resources, influences, interests, motivation, strategy.

Innovators of macrolevel are capable to carry out system changes of institutional structures dominating in economy. The given changes are defined by a parity of co-operating forces of subjects of business, width of their spectrum the value - semantic

representations and perception of possibilities of transformation economic - cultural, institutional and nature - the technological environment [4].

Arising structural changes in economy can differ with character of motions in cultural - valuable system and different degree of reflexion of interests of separate groups of subjects of business, and also radicalism of methods and a choice of rates of carrying out socially - economic transformations. It is often accompanied by creation corresponding the value - focused economic model with peculiar to it institutional dysfunctions, defects, lagoons, administrative barriers and other forms of display of an inefficiency of the institutional device of economy. Thus developed level of development of economy forms a bunch of technological possibilities of change of a trajectory of economic growth, and cultural - valuable and institutional systems define a spectrum really - possible changes of economy in time. In the conditions of globalisation and an innovative competition necessity of revision cultural - valuable stereotypes, reorientation institutional and economic an expert on the basis of a new set of tool values amplifies: mobility of powers and responsibility, a competition of ideas, flexibility of organizational structures, increase of the importance of non-material resources, activization of processes of generating and duplicating of innovations.

Thus, the version of a platform of research programs which allows to create integration the theory is offered geterodoxe. The strukture - dynamic approach to the analysis of small business helps to expand knowledge of this phenomenon, allows to reveal laws of structurization of elements of economic life and evolution business - environments taking into account distinctions in them inerzion and different types of dependence of the present from the past and the future. The given positions can be used as a theoretical basis of formation of model in which frameworks working out of concrete hypotheses about success of enterprise strategy and their empirical testing is possible.

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