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STAFF'S PERFORMANCE MONITORING IN THE MECHANISM OF INCREASING ITS COMPETITIVENESS

In today's highly dynamic development of the external economic environment, along with the growing internal economic problems, to domestic entities arises the need to increase competitiveness, especially staff competitiveness. In this regard, particular value in the mechanism of increasing staff competitiveness of enterprises should be given to personnel's performance tracking on the basis of monitoring in order to take timely, high-quality and adequate management decisions.

Traditional methods of collecting data on staff's performance did not satisfy the needs of management practices. So, monitoring system of labor effectiveness should be introduced in every enterprise. This system would create a new information base for decision-making in the field of staff competitiveness. Therefore, the aim of this article is in the characterization of staff's performance monitoring processes in the mechanism of increasing its competitiveness.

Staff's performance monitoring is collecting, studying and preparing information for decision-making in the field of increasing staff competitiveness at various management levels.

Staff's performance monitoring has become one of the main constituents of the mechanism of increasing personnel's competitiveness, because it will allow make continuous effectiveness of all categories staff's activity observation to receive timely information about its changes and, based on it, make effective management decisions in the proper level of employees' competitiveness ensuring system.

The main purpose of the proposed monitoring would be to collect, study and preparation of information for decision making relatively the efficiency of all categories personnel's activity.

The study made it possible to form a structural scheme of the personnel's performance monitoring. The main stages of implementation staff's performance monitoring from our point of view is: planning; gathering and processing information; evaluation (control) monitoring results.

Planning stage is necessary in order to determine the obligation of each individual employee (certain categories of workers) to outline an action plan to establish timelines and determine the level of responsibility, routine performance. An important objective of this stage is to establish the main purposes of monitoring. Among the purposes may be not only establishment of the employees of various categories performance dynamics, but identifying the negative effect labor factors, determining priority areas of staff motivation and other factors improving staff's activities' results.

The next stage of the staff's performance monitoring process is measuring actually achieved level of performance standards, evaluation characteristics of the process and results of staff's activities, as well as studies of employees' personal qualities, skills and motivation. At this stage, using selected methods (developed techniques) is the collection and processing of information on certain indicators according to established criteria. That is, at this stage, there is in fact evaluation staff's performance.

The final stage of the personnel's performance monitoring in the mechanism of increasing competitiveness is to assess and control the monitoring results.

The monitoring results' evaluation (interpretation) is necessary to:

- forming conclusions and generalizations about the dynamics of labor's productivity as each individual employee, and a structural unit of all personnel in general;
- establishing and analyzing the causes of actual indicators' deviations from expected values, standards and norms;
- establishing the position assumed by a single executor among employees for their achievements or failures;
- determining impact factors of activities indicators for each employee, group of employees, the enterprise as a whole;

- establishing competitive advantages for individuals and groups of staff;
- determining ways and directions of work activities in the mechanism of increasing staff competitiveness on the basis of the monitoring results.

Staff's performance monitoring will provide current information on the status and quality of labor processes for which enterprise's managers will be able to efficiently and effectively carry out changes and adjust direction and goals increasing personnel's competitive advantages.

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