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### **The role of HR - Manager in the effective management of human resources**

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#### **Abstract**

The article describes the duties and responsibilities of a competent HR- manager. It stresses that a good HR-manager must possess a certain set of professional knowledge: the knowledge of the economy and the market system, understanding of entrepreneurship and business principles. This specialist should fulfil certain professional duties - to manage the personnel - it means being a psychologist to understand any person, to combine available human resources in order to fulfil the potential of the company. According to official statistics, in companies where a personnel manager works, employees' productivity increases by an average of 20%. In conclusion, it is proved that the position of a personnel manager of the company is necessary for the successful operation of the company, and for the positive positioning of the company in the market.

*Keywords:* HR – manager, recruit, human resources, management, employees, business strategy, system of motivation.

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#### **1. Introduction**

Today recruiting experienced personnel is one of the major problems for the top - managers. Interest in human resources management has increased in our country significantly over the past five years. A large number of managers agree with the opinion that the company's ability to manage effectively its employees is a major source of its long - term survival. Today, special attention is paid to the choice of competent professionals that meet the requirements of this position best and have necessary professional knowledge and skills, as well as blends harmoniously with the psychological climate of the already established team.

#### **2. Author Artwork**

Human Resources Manager (HR - manager) is a specialist responsible for the formation of human resources in the organization. This profession appeared in Russia about 10 years ago. The main responsibility of HR - specialists in the company includes finding efficient workforce, assisting in achieving company's business objectives, conducting various trainings, development of corporate culture, as well as staff motivation. HR Manager provides employees for vacant

positions, estimates the situation on the labor market, provides conditions for improving employee's skills, places job advertisements in the media, the Internet, browses a large number of resumes, interviews applicants, and performs other functions related to the management of staff. Responsibilities of HR- manager depend on the size of the company, as well as the policy of top - management. His duties may include the creation and maintenance of corporate style, development of key performance indicators for the company's employees, development of a material and immaterial motivation system, conducting evaluations, conducting various activities that contribute to the unity of employees and increase their motivation, opening of the employee's career prospects growth [2].

He teams up with top - managers involved in making personnel decisions: who will be transferred to another position, the solution of all questions of resignation. There are some qualifications that a HR – manager should have: education should be in the field of psychology, sociology, human resource management, management business. The second important point for a good manager is to have necessary personal competencies. A manager should be stress-resistant, easily trained, sociable, educated, have the ability to make quick decisions, be able to work with a large volume of information.

The effectiveness of human resource management (Personnel Management), methods of measuring the effectiveness of management actions on the formation of personnel, its best use in the life of the organization, human capital development - the basis of all this is the effectiveness of work of this staff. A good HR manager must learn to measure, monitor and optimize the career of every employee of the enterprise and each group of employees. The effectiveness of work is regarded as a part of the efficiency of social production, since labor is one of the most important factors of production. In the theory of economics, efficiency is determined as results achieved and resources expended on it. That is, the efficiency is always associated with the ratio of the value of the result and the value of the cost. [4].

Human resource management requires coordination of management actions with psychological patterns of human behavior. Therefore, there is a stage of fine-tuning the organization's success, when it is necessary that all employees showed their best competence. The second important task of HR - manager is to use effective methods of personnel motivation. The result of this work serves to obtain maximum benefit from the use of labor and human resources, thus enhancing the overall result and profitability of the company. Thus, the motivation of employees is an efficient tool for human resource management. An effective system of motivation and stimulation increases overall productivity; reduces turnover, leads a company to success and sustainable growth. In order to build an effective system of personnel motivation, it is necessary, first, to identify the real needs of employees, and then, to form a differentiated system of rewards for different categories of workers. There are some mechanisms of motivation, they are far from perfect, but they continue to be actively used in practice. Nowadays, managers use methods of material stimulation for workers, it is believed that this method is the most effective and meaningful for employees. However, the use of “material and non-material methods of stimulation” is one of the most important factors for the success of any company, both Russian and foreign [6]. Experienced HR - Manager has necessary techniques and methods of analysis of personnel (including competition). Thus, a good HR-manager is an indispensable assistant, who has a crucial in a number of important and significant problems associated with the staff. These managers are highly demanded today in the labor market [5].

Today, the position of HR-manager is one of the main resources for the company. This is because all production processes are dependent on the company's personnel. Management efficiency in modern companies involves attitude to human resources as a key strategic factor of

a company. In today's business is not «money makes money», but people are making money. A company's prosperity depends on how well it attracts, retains and develops its staff. People generate revenue and are the key to the efficient operation of the company. Staff is the most valuable resource of any company. The efficiency of a company's depends largely on management, which explains the need for experienced and highly qualified HR - managers. Educated, enterprising and loyal employees are able to improve significantly the efficiency of the company. Intangible assets are a major source of competitive advantage. Knowledge, skills and experience of the staff are the most valuable intangible assets. Investments in personnel's education allow the company to gain a sustainable competitive advantage in a dynamic environment [1].

People are the most valuable resource of the company, which is different from other types of resources; this resource is able to expand its value. If this resource is provided with all necessary and appropriate motivations, it will provide growth, capital, and wealth for a company. The mission of HR- specialist in today's highly competitive environment is building the company's human resources capacity as in order to realize fully its business strategy. HR - manager becomes an integral part of the company, without his/her participation no strategy can be developed and implemented; no achieved results can be properly evaluated. It is impossible to ensure high competitiveness of the company without the partnership with human capital. How can the company attract and retain its responsible, hard-working, highly skilled and talented people? HR-managers must solve this problem, providing competitive advantages due to the uniqueness of human potential and a high level of responsibility of all its employees. Corporate culture creates responsibility and people's ability to build competitive advantage.

### **3. Conclusion**

Thus, production efficiency and quality of public services depend heavily on human resources management. This article focuses on the issues of effective people management - Human Resources Company. Modern companies in our country have to work in the labor market, which is characterized by fierce competition, the fight for qualified and professional workforce. Terms dictated by the market and its environment to any company present new staff requirements, such as rapid response to demand, the struggle for the consumer, the ability to adapt to frequent changes in the production structure and functional responsibilities. The tactics of the struggle for survival in a fiercely competitive market forces the top - managers change the strategy of the company. The decisive factor for competitiveness is the human potential. In this regard, the use of human resources in various forms is a movement to a new model of development. Its main features include focus on highly skilled workforce, integrated production system, the process of knowledge and skills development, flexibility of work organization, delegation of responsibility from top to bottom, a partnership between parties. The foundation of any organization and its main wealth are people.

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