

FEATURES OF PERSONNEL MANAGEMENT IN THE PROCESS OF DIGITAL TRANSFORMATION OF THE COMPANY

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Abstract: This article discusses the features of personnel management in the process of digital transformation of a company, its essence, related problems, methods for their elimination, and innovative management tasks.

Keywords: digital transformation, innovation management, gamification, values, communication, personnel adaptation.

Business is rapidly changing, so to stay afloat, it is important to develop the ability to maximally react to the metamorphosis taking place in its environment. Existing algorithms, business models, communication methods though continue to work, however, this is not enough to meet modern realities.

Trends, the values of the digital society, improving the quantity and quality of communication determine the changing patterns of consumption of material goods and the “ideal” services. Modern reality dictates individual new rules: adapt by digitalizing.

Business in the modern world need to not just adapt, but to do it on a regular basis, because when the exchange of thoughts, ideas is on almost on a continuing stream of innovations ideas are generated every day and everywhere. As Steve jobs said: innovation distinguishes between a leader and a follower.

Digital transformation-a condition that changes the thinking, business models based on those features, which were obtained from digitization. This kind of transformation also affects the staff who from this moment can be called innovative. Its goal is to build an effective system of innovative personnel management in the territorial framework of the organization for the formation and effective functioning of the innovation-active personnel potential, creation of conditions for the allocation of innovation in the organization.

The speed of innovation depends on several determinants: conformity-conformity to the wishes, values employees; clarity, how difficult or easy an innovation in the adaptor eyes ; environment-the conditions of economic, political, technical character; integrity-the extent to which fully disclose the content of the innovation for the adapted. From this it follows that the main task of this management is the creation of a climate of modernization in all areas of the organization. [2]

To begin digital transformation is necessary: first, to assess the digital maturity of the company; to identify readiness for digital transformation by analyzing current business processes, corporate culture, communication channels, infrastructure, technology. Second, create a targeted strategic vision-in other words, to understand where it will lead and will it lead to the new changes. It is important to mobilize large members, to form priorities to achieve new goals, to find creative solutions for the tasks aimed at the consumer. Thirdly, the creation of a full transformational strategy by informing the customer base is obtained in the second stage of examination. Fourth, to monitor and accompany the implementation of the strategy, hiring to work in a team an analyst in consulting and auditing. [1]

To work on internal communications to build a new corporate culture. The duties of the Executive Director, in this moment includes functions such as: formative-create company's identity in a digital society, transfer of employees, and the interested party. A good solution in the process of transformation will be opting relief model of communication aimed at strict subordination. Syncretism of communication, joint creative activities, equity in the company will bring it closer to modern standards of the digital world.

Innovative-personnel management performs the following functions: training-focused on continuous education of the staff who owns one of the disruptive technologies; search-the essence of which in the search for innovative professions; a good solution is output and in-house entertainment to a new level, for the formation of a positive image of digital technologies, and for greater

involvement of staff in the digital environment, for example, if the office is located physical model of the game Darts, you can replace it with an analogue VR-Darts; introduction method of gamification-technology adaptation game techniques to non-game processes and events to enhance team spirit, productivity, building relationships in the team, which can be used on the job, in the form of games (already used by companies Nike, Yota, Element Barthe leadership Academy “Deloitte” and the hotel chain Marriot) [3]; evaluation for certification of the labor and creative qualities of personnel; optimization-as the development of jobs will lead to the need to improve job descriptions; rotary-promotional-for the solution of the problems of communication and promotion; work-employment with innovative personnel; motivation-maintaining a working attitude of staff; induction associated with the introduction of innovations in the organization of work of personnel officers.

Hotel chain Marriot today takes staff to work through the quest. Potential employees undergo various levels of experience with the firm, pass the tests, interviews, like playing a computer game. Those who are fortunate enough to reach the highest level, will get a place in the prestigious company.

Or another example: Yota implemented a game based on the concept of the universe Star Wars for their employees. Employees teamed up, choosing the side of the light and dark sides of the force. To get weapons to fight with the competitor, managers had to sell a fixed number of products. [4]

Direct interaction of personnel with technology can be illustrated by the following examples: employees like to share an experience from your personal life, for example, communication with the chat-bot will allow them to show the advantages of artificial intelligence, which manifests itself in such ordinary situations as of late food delivery to the office. This will help to more safely vent negative emotions, without affecting the feelings of other employees, thereby reducing the toxicity generated in everyday communication. [5]

The company Cisco is responsible for creating HRproducts, such as Ask Alex that represents an application for voice commands that give quick

answers to various questions about personnel policy holidays, expenses, etc. This allows you to cope with a share of insecurity, embarrassment that appears when entering a new place when the employee is not accustomed to the new conditions of work yet that prevents him to have conversations with other component staff and do not find answers to his questions; as a consequence this affects the quality of his work. [6]

Personnel management in the process of digital transformation is best carried out, affecting all aspects of the corporation's life-external and internal for the maximum possible assimilation of development ideas by employees, so that the value-oriented base is changed to the direction of thinking aimed at the digital future.

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