

MARKETING APPROACH TO COORDINATING THE COMPETENCE OF PERSONNEL IN THE COURSE OF EFFECTIVE INVOLVEMENT OF SET COMPETENCES

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The article considers goods from the personnel marketing point of view as the competence level of employee formed in process of the effective usage of his/her entire competences in company's work. The conclusion has been reached that the main component of goods connecting the competences of employee, work services and his competence level are the entire capacities of employee which allow him/her to do a certain work regarding the capital re-production under certain circumstances.

Nowadays the formation of the postindustrial society is accompanied by the development of new machineries for the organization of companies' work. The base of these machineries is formed by conceptual marketing methods of approaches in the system of the personnel management. One of these machineries is personnel marketing. Goods policy occupies one of the key positions in the conception of personnel marketing and covers a range of problems connected with formation, accumulation, perfection and maintenance of vital circle of employees' work abilities. Their content might vary in dependence on education level, the previous work area as well as on personal characteristics of employees.

Modern marketing considers physical objects, services, ideas, sites, organizations and even certain persons as "goods". As long as personnel management pays attention to the functional aspect of an employee, one should make, in our opinion, the more exact definition of the concept "goods" and its components.

Marketing considers as "goods" everything that could meet some needs or satisfy some requirements and what is offered on the market with the purpose to attract somebody's attention to it, to be sold, to be used or to be consumed. The concept 'goods' includes such components as product, its qualities or characteristics significant to consumers as well as measures which accompany the process of its production and the delivery of product to consumers.

In order to take part in the process of commodities exchange, the goods must take interest of possible consumers, that is to say, to meet their certain requirements and to serve the satisfaction of these requirements.

The requirements of any company in vacancies filling are satisfied by means of the usage of their own work resources, actually the transfer of the employees within the company (staff rotation), as well as by means of bringing in some employees from outside. In such a case the company buys itself not the employee but his/her labour as a factor of production. The labour is considered as a mental and physical process carried out by means of such efforts (capacities) of a person which are directed towards the production of goods and services. In exchange, the management "offers" the employee a specific product: a vacancy connected with specific rights and duties. The employee "buys" this product and pays for it by his/her capacities in the process of work, that is to say, by his/her labour which is considered in the market economy as goods and has a utility and cash value.

In our opinion, one could suppose that in the system of personnel marketing the work ability of an individual which possesses some specific characteristics, that is to say, a set of work abilities may appear as a product.

By means of some marketing measures the work ability of an individual is delivered to an employer. After that, the price would be fixed.

The better labour satisfies the requirements of the employer, that is to say, the company, the more effective would be company's work.

That is why, from this point of view, goods in the system of personnel marketing may be defined as entire work abilities of an.

To meet employer's requirements, the employee should show certain characteristics, that is to say, capacities. Nowadays innovative processes in the economic development of this country form new

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requirements of employers regarding employees. There exists a demand for high qualified employees who would be able to ensure the company's superiority among the competitors.

These circumstances determine a re-orientation of all subjects of the labour market from the approach knowledge, skills and proficiency to the approach forming the set of employee's abilities to do an effective professional job which would characterize his competence.

Taking into consideration these changes, one should state more precisely the meaning of the category goods. With this purpose we would focus our attention on the principal components characterizing the 2 concepts existing in Russian: "competentsia" and "competentnost".

So "competentsia" is considered as: "entire authorities..."; "set of duties and obligations..."; "entire certain knowledge, skills and proficiency..."; "system of person's capacities..."; "area of production duties to be solved..."; "knowledge, skills and proficiency constantly demonstrated by an employee ..."; "ability to use one's knowledge, skills and practical experiences..."; "a personal capacity of an expert..."; "area of activity...".

"Competentnost" is interpreted as: "possession of competence or possession of knowledge..."; "area of activity, in which a person has the right to take decisions..."; "knowledge, practical experience in one or another field; entire necessary knowledge and characteristics of a person..."; "result and quality of professional activity..."; "adequate behaviour..."; "entire competences; availability of knowledge and practical experience; level of individual achievements".

In our opinion, the above mentioned list shows the missing of the one generally accepted view regarding the characteristics of these concepts. For example, both concepts "competentsia" and "competentnost" may be interpreted as "work ability of a person".

Coming back to our problem of goods definition from the personnel marketing point of view, it would be important to remark that if the employer hires an employee then he is interested in his/her competences. But when the problem of

hiring is solved, the subject of attention would be the result of employee's professional work in the process of using his competences in capital reproduction, actually his "competentnost".

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