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INVESTMENT IN HUMAN CAPITAL AS A TOOL OF IMPROVEMENT OF THE EFFICIENCY OF HUMAN RESOURCES MANAGEMENT OF A HIGH-TECH ENTERPRISE

The emergence of a new economy with informational, knowledge and innovation domains generates challenges. In order to answer these challenges, it is necessary to shift the emphasis on the strategic plane of governance and transform human resources into strategically important assets of enterprises. Human resources play a special role among the factors of ensuring competitive development and competitive advantages for high-tech enterprises, which are one of the leading actors in the new economy.

In the Ukrainian legal form, a high-tech enterprise is defined as an enterprise that produces products with the involvement of scientific and technical knowledge, carries out development with the aim of presenting new or improved products on the market.

The level of qualification of employees is distinguished among the number of features of high-tech industrial enterprise.¹ Consequently, there are reasons to conclude that the key determinant of the functioning of a high-tech enterprise is the latest knowledge that forms the basis for the formation of human potential that is capitalized in the process of its use and thus provides benefits for both the enterprise and its employees.

The human resources management strategy of high-tech enterprises is aimed at the creation of a "intellectual enterprise which is learning", within the scope of which it is planned to achieve high level of intellectual (scientific and technical) production potential; high level of staff competence; high level of creativity, self-improvement, and professional growth. In this context, the need to invest in human capital is updated in terms of competences that provide generation of new ideas, use of high technology, production of high-tech products, provision of high-tech services.

The model of competencies of high-tech enterprise under the modern circumstances is rightly considered as a "road map" of staffing, which creates the prerequisites for improving management technologies for the accumulation and efficient use of human capital and, as a result, for strengthening leadership in the innovation market.

¹ <http://expert-ua.info/document/archivehf/law5zwwqi/index.htm>

Since high-tech production is characterized by constant modernization of the technological process and renewal of raw materials and assortment of products, a high level of employees` professionalism is a strategically important element of the efficient functioning of a high-tech enterprise, which actualizes the development of human resources with the use of perfect forms and methods. The system of talent management is particularly important, which is aimed at the continuous development of innate abilities as an expression of employees` giftedness, and acquired competencies as a result of their education and experience. Its implementation and successful functioning can be achieved by attracting investment resources.