Kantidze Madona,
PHD student at Technical University of Georgia

THE MAIN CHALLENGES OF HUMAN RESOURCES IN MODERN BUSINESS

Abstract. The purpose of the research is to investigate the main challenges that exist in modern business in terms of human resources management. To consider the recommendations developed in this direction.

This article discusses changes in management, as well as research by the International Research Center for Creative Leadership, which describes the main challenges in terms of human resource management. Also discussed are the main recommendations that will help managers in effective management of human resources.

Conclusion – Based on the reviewed articles, literature and studies, we concluded that the constant growth and development of modern business is accompanied by new challenges of human resources management, which are caused by changes in people's needs, desire for career growth, competition, and motivation. Environmental changes, as well as leaders' attitudes, management form and feedback have a great influence on the above.

Keywords: human resources, development, leadership, management.

Introduction

Human capital is one of the most important resources for economic and social progress in the world. Therefore, with the passage of time, proper management of human resources becomes more important. The concept of human resource management originated in the 80s of the 20th century, and today HRM (Human Resource Management) has become an important part of business success [1].

According to scientists, the most valuable asset that business organizations have is human resources, and its proper management helps the organization to achieve its goals and success. Human resource management is an art in itself that involves keeping in view the changes brought about by modern trends. In order to respond to these challenges, it is necessary to take into account the changes caused by innovation, technology, demographics and globalization, because the listed ones have a direct impact on the systematization of work content and processes.

Based on this, it is necessary for business organizations to adjust human resources planning and management over time, because environmental conditions, such as: competition at the local and international level, customer demand, new technologies, government interventions, etc. It undergoes constant change [2].

Management changes. Economic and social development is accompanied by the growth of businesses, along with its strategies, structure and internal processes. Not all employees may be able to adapt to these new changes in time. Many companies experience a decrease in the productivity of human resources due to these changes [3].

That is why the organization needs to look at change management as a discipline so that the organization can train individuals, equip them with the proper inventory or techniques that will significantly help them to respond easily to change management.

Also, it is important for business owners to keep in touch and communicate with their employees.

Regular meetings and communication between managers and employees will shed more light on future possible changes that are expected inside or outside the organization, so individuals will be more willing to easily deal with new changes.

It is known that the management of human resources in the company, in each of its departments, is headed by a leader, who has the greatest influence on the motivation and quality of work of his subordinates, that is why it is important to consider the main challenges that leaders face in the wake of development.

Leadership Development Challenges. It is worth noting that leadership development is a process that is carried out to transfer knowledge, skills, attitudes and visions to managerial personnel who have a leadership role and support them to conduct their work more successfully and professionally.

Leadership development is essential for the following reasons:

– Reduction of employees' morale, loyalty and desire for career growth;

– The role of leadership is crucial for the company to take social and public responsibility;

– Leadership is essential for organizations to cope with the complexity of the operating environment and the ever-increasing size and complexity of organizations;

– Difficulties in management and working team relations, etc. [4].

As a result of one of the studies conducted by the International Research Center for Creative Leadership, 6 main leadership challenges around the world were identified, these are:

Refinement efficiency. This leadership challenge is about developing relevant skills such as time management, prioritization, strategic thinking, decision-making, and speed of execution – increasing efficiency in the execution of work.

1. Inspiring others – This is the challenge of inspiring, or motivating, team members so that they are satisfied with their work and work productively.

2. Developing employees – this is the planning, training and effective teaching of the development of others.

3. Team leadership – creating, developing and managing a team. The challenges of a leader are how to instill pride in team members, ensure their support, collaborate effectively and learn about the capabilities of team members.

4. Guiding change – managing, mobilizing, understanding and leading change is not easy for any leader. It requires knowing how to minimize future possible negative consequences and how the leader can deal with team members' reactions to changes.

Stakeholder management is a final challenge that deals with managing relationships, politics and image in the work environment. It involves obtaining managerial support, managing, influencing others, and obtaining benefits from other departments, groups, or individuals [5].

Here, researchers offer recommendations on how leaders should respond to these key challenges. The first is – setting goals for the work team. The leader must be proactive in setting goals, time and work deadlines must be strictly calculated so as not to interrupt the process of completing this or that work. Setting goals gives the leader a possible picture of the future, where the possible risks and consequences are outlined, and this helps him to make some targeted calculations, to reduce risks and get more benefits.

The next recommendation is to delegate more. Every leader needs help to achieve a common, overarching goal, so it's good if he allows his team members to take on more of themselves. Of course, in this process, the leader assigns tasks and tasks to the team members according to their abilities, and reserves the main work, which concerns the final results and summaries, for himself.

The third recommendation is for the leader to set priorities. He should single out the essential tasks that are most important and devote the most energy to them, and delegate the rest of the tasks to team members.

The final recommendation is to strengthen team equity and collaboration. In modern business, the protection of the rights of employees is more and more strictly controlled. Not only within the framework of the law, but also within the team, in relationships, it is necessary for the leader to be able to achieve a high degree of security and respect for each employee. In such an environment, employees are more productive and motivated. A leader should celebrate every small success with the team and make them feel that everyone in his team and also he is equal to each other [6].

Most companies in modern business need to attract talented employees, for which they need more than just insurance and an average salary. A potential employer needs more career growth prospects, development and salary increase. Therefore, it is called one of the main challenges of human resources.

In the ranks of employees, it is necessary to inspire fellow workers that they are necessary for the company, that their activities are directly related to the company's ultimate goals, and that their success is crucial in obtaining positive results [7].

In addition to the satisfaction of the individual employee, business companies, especially those competing globally, find it difficult to manage human resources. Because it is difficult to correctly direct a certain group of people to one goal, when you do not know the internal psychological background, readiness, and maximum capabilities of individual employees. The mentioned appears after performing certain work. An attentive head of a small-scale company manages to correctly distribute employees according to experience and capabilities, however, with the increase in scale, this is a great difficulty [8].

Conclusion. As the reviewed articles and studies show, today's human resource challenges are quite complex. Therefore, there is a need for companies to continuously monitor productivity and performance, which is a shared responsibility of both managers and the HR department. Finally, the aforementioned will be held responsible if the goals and objectives are not fulfilled accordingly. Which ultimately indicates the weakness and ineffectiveness of the work team.

Companies in modern business, in addition to economic instability, markets, competition growth, or control of other environmental factors, have to strictly control internal human resources, constant development and constant adaptation to innovations, which requires great effort and high responsibility of each employee.

In modern business, it is necessary that the company's human resources management model is constantly based on modern achievements and international management principles, which is the basis for achieving greater success.

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