

**INVESTIGATION OF FACTORS AFFECTING ON STAFF
DEVELOPMENT AT THE MACHINE-BUILDING ENTERPRISES
IN TERMS OF GLOBALIZATION**

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In a globalized world, machine-building enterprises must substantially improve working conditions, open out staff's potential capabilities and encourage their self-development. For obvious reasons, research of theoretical and practical aspects of staff development and staff motivation is an actual scientific task.

The problems related to the staff motivation and encouraging their self-development broadly covered in economic literature represented by the works S. Adams, K. Aldelfer, N. Chumachenko, M. Doronina, F. Hersberg, L. Festinger, G. Hoff, A. Kolot, M. Kulikov, S. Tsymbaluk and others. Despite the fact that all abovementioned scientists have considerably contributed to the research of the stated problem, there is a need to carry out further investigation related to the analysis of factors affecting on staff development at the machine-building enterprises.

The aim of this paper is to investigate the factors affecting on staff development at the machine-building enterprises in terms of globalization.

First of all, input indicators (variables) which characterize the factors affecting on staff development were selected. By the same token, these variables were share of market, share of non-used profits, share of intellectual assets, coefficient of depreciation of fixed assets, coefficient of renewal of fixed assets, period of computer hardware use, proportion of innovative sales in the total sales, share of investments on information technology, staff motivation costs, staff training costs, number of social infrastructure at the enterprise, costs on social activities, number of trips abroad per employee, working hours which an average employee spend inside the enterprise, working hours which an average employee spend outside the enterprise, average wage per employee [1, p. 66-67]. All needed statistics were gathered on 5 Ukrainian enterprises situated in the Kharkiv region (LTD "Avtramat",

PJSC “Turboatom”, SE “Malyshev plant”, LLC “Kharkiv Tractor Plant”, PJSC “Kharkiv Machine Building Plant “Svet Shakhtyora”) [2] and analysed by the procedures of the factor analysis in the StatGraphics Centurion. The type of factorization was the Principal Component Method.

The factor analysis showed that there are two principal factors affecting on staff development at the machine-building enterprises in terms of globalization. The first factor, economic factor, includes two indicators: average wage per employee and staff motivation costs. It is significant that staff at the machine-building enterprises are mainly interested in reasonable differentiation of income depending on the level of acquired knowledge, enthusiasm of the responsibilities, respect to the current errands, but not in mechanical increasing of salaries. The second factor, technological factor, includes the share of intellectual assets and the proportion of innovative sales in the total sales. It is likely that one of the most serious problem toward the developing Ukrainian enterprises is its specializing in manufacturing the low-technical products which take out non-competitive at the foreign markets. It would be fair to say that situation restrict the export opportunities of machine-building enterprises, limit their potential customer base overseas, eliminate the possibility of personnel to communicate with new business people, make new contacts and friends, learn new traditions, customs, respect the different cultures.

Thus, the investigation showed that both economic and technological factors are the main factors affecting on staff development at the Ukrainian machine-building enterprises. For the reasons given above, HR managers must take these factors into account because improving the payment, resuscitating the social infrastructure, upgrading the technical and technological base, setting up further mechanization and computerization of the production will contribute the staff and, in that way, help enterprises to expand rapidly. The further authors’ investigations will be directed towards to the working out practical recommendations on how it can be implemented.

References

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