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**ANALYSIS OF PERSONNEL MANAGEMENT ACTUAL
PROBLEMS CASE STUDY OF OOO «LESNYYE TRADITSII»
(FOREST TRADITIONS LLC)**

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Abstract. The article has a practical focus and is devoted to one of the most important tasks - identifying main problems of the personnel management system in a particular company. The author emphasizes the importance of the personnel management system in the current socio-economic situation, the need to shift the company managers' consciousness from labor resources regulation concept to the managing human potential concept. In the article the author analyzes consistently the organizational management structure and the personnel structure. The staff structure is analyzed further based on the educational level, which is important for the development of an effective personnel policy. Then the personnel movement figures calculated by the author are analyzed. And, finally, the author reveals serious problems in both strategic and tactical personnel management and in the system of staff motivation. Cases of violation of labor legislation are identified by the author when employees are deprived of not only bonuses, but also parts of basic wages; an inefficient recruitment system and personnel reception, lack of career opportunities for young employees, the prevalence of penalties in the motivation system, equalization in pay.

Keywords: personnel Management; personnel management problems; staff motivation; company; HR-management.

JEL code: M12.

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