

***To cite this paper:***

Bey A.A., Bavykina E.N. (2018) Competency approach implementation at the Altai enterprises. *Human Progress*. 4 (2): 1. URL: [http://progress-human.com/images/2018/Tom4\\_2/Bey.pdf](http://progress-human.com/images/2018/Tom4_2/Bey.pdf).

## **COMPETENCY APPROACH IMPLEMENTATION AT THE ALTAI ENTERPRISES**

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**Abstract.** The issues of competence approach using in the personnel management system at enterprises are investigated in this paper. In order to identify the competence approach implementation level at domestic enterprises, the following tasks were accomplished: theoretical substantiation of the research problem is studied; and an analysis of the real situation prevailing at domestic enterprises, on the issue of implementing a competence approach is carried out. The authors defined the essence and distinguished the competence approach to personnel management from the traditional qualification approach, defined the advantages and disadvantages of applying the competence approach. The article describes the results of previous studies about the competence approach implementation, conducted by various authors in Russia. The practical part of the study was carried out by conducting the author's sociological study. Altogether 50 heads of enterprises in Altai Territory were interviewed, including large and medium-sized commercial enterprises. It was revealed during the questioning: whether the competence approach is applied at the enterprise; the direction of its use; the reasons for not using the competence approach at the enterprise and the general approach perception at the enterprises. The survey showed a lower competent approach implementation level in comparison with the other authors' studies.

**Keywords:** personnel management; competence approach; competence; competence approach implementation; reasons for not using the competence approach.

**JEL code:** M 50.

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