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PERSONNEL ASSESSMENT AND DEVELOPMENT IN SVYAZNOY LOGISTIKA JSC

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Abstract. The article is devoted to the analysis of the personnel appraisal and development system in the Svyaznoy Logistics JSC. The relevance of the research topic is due to the fact that the company's investment in staff training and development pays off by improving economic performance, increasing employee loyalty and reducing staff turnover. The author of the article proves the benefits of staff development and investment in development, determines the staff development purpose and factors. The author analyzes how the training and personnel assessment is organized in the Svyaznoy Logistics JSC further. To assess the effectiveness of conducted training, the results of testing sales managers are analyzed. It was revealed that more than half of the staff are not motivated to undergo testing on professional knowledge, and they leave the company more often than those who are trained and tested. Higher results are shown by employees who receive training and assessment of knowledge for career growth. It was revealed that the best evaluation results are observed for administrators of retail outlets who have experience from 1.5 to 5.6 years. Based on the analysis of the personnel assessment and development system, the author made recommendations on how to increase the employees' motivation to undergo training and testing.

Keywords: staff; personnel assessment; staff development; training; personnel management.

JEL codes: M 12; M 53.

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