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APPLICATION FEATURES OF THE COMPETENCE APPROACH IN A NON-PROFIT ORGANIZATION: CASE STUDY MULTI- FUNCTIONAL CENTER

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Abstract. The article is devoted to the consideration of the competence approach application into the personnel management system in non-profit organizations: case study a multifunctional center. The relevance of the topic is proved by the fact that companies can implement business strategies in modern conditions only with highly qualified personnel who are motivated and involved in the process of their implementation. The author defines the personnel management principles, which covers the competence-based approach concept; differences of competence from physical assets; conditions that are necessary to create an effective system of continuous professional personnel training. The article also identifies the features of the competence approach application at three management levels: macro, meso and micro levels; emphasizes the importance of professional standards in the staff professional competence development. Studying the staff assessment issue in a multifunctional center, the author found that career growth is based on the candidates' selection using interviewing technology with the director during a Skype-meeting. The author proposed to use the 360 degrees method, compared the evaluation results for both variants of assessing staff competencies, revealed a higher performance of the proposed method, with also its limitations.

Keywords: competence approach; personnel management; multifunctional centers; staff assessment; non-profit organizations.

JEL codes: M 12; M 50.

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