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## **ORGANIZATIONAL HUMAN POTENTIAL AS A RESOURCE FOR ITS INNOVATIVE DEVELOPMENT**

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**Abstract.** This article considers the issue of developing the company's human resources potential from the innovative development point of view. The main theoretical human resources' features were studied, as well as innovative methods for developing human resources analysis. From the theoretical part, the basic concepts, specifics, classification and main human resources elements were studied. Modern practices for applying the described methods at modern Russian enterprises were also highlighted in this article. The problems of developing human resources in Russian business and the main applying innovative methods problems in building it at the organizational level were presented, as well as trends in the human resources usage development in Russian companies as a resource for their innovative development. Thus, on the basis of the identified problems, author's recommendations are proposed about the innovative methods' introduction for the personnel activities development and the classical HRM system modernization, taking into account advanced methods of HR management. Innovative human potential development at modern companies contributes to economic stability and business development in any field of activity.

**Keywords:** human potential; HR innovations; HR policy; personnel innovative development; HRM innovative methods.

**JEL Codes:** O15; J24.

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