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**INNOVATIVE APPROACHES TO THE MANAGEMENT OF HUMAN RESOURCES IN THE ENTERPRISE**

The increase in the rate of technological progress, the development of information technology, increased competition, globalization of the economy has led to a qualitative change of staff and as a consequence - to the increasing dependence of modern enterprises from the people who work for them .This situation is also reflected in the terminology: instead of the term "staff" introduces the concept of "human resources", are increasingly used the term "human resource management", and human resource managers are increasingly called managers in human resources management.

The adoption of the term " human resources" reflects the undeniable changes that have occurred in the environment of the factors that determine increasing role in modern society .The first and most important of them is to change the content of the work, the application of new technologies, the use of sophisticated equipment that requires specific knowledge and skills to operate it. The widespread use of information technology has led to the establishment of a new type of enterprises and workers forced to rethink the processes taking place in the organization. Modern technology, release the employee from the many complex operations, freed him time for creativity, development and learning.

Increasing demands on the worker indicates increasing its role in the production and at the same time entails a complication of managing a team functions as a whole and each of its members individually.

Competitiveness in many sectors now directly depends on the availability of a skilled labor force of all parts of the production process and the forms and methods of motivation, the application of modern management approaches for the effective use of personnel.

"Considering the labor force as a resource organization, you must be aware that the number of individual categories of highly skilled professionals, managers, workers, compared with the needs of production may be limited. At present, the gap between the ever- changing needs of production and the level of training of employees already exists and will increase, which will require increased investment in education, training and retraining, systematic training .Companies have realized the importance and significance of a highly skilled workforce with extensive practical experience , are already behind her serious competition. This requires a significant investment, but the cost of training of human resources in the long term, are most effective.

Investing in staff enhances the interest of the leaders in sufficiently long and complex use of specific resources that can be beneficial for both the employee and the employer. Continuous work on one and the same enterprise allows you to create, develop and effectively use the so -called special funds .Special capital, along with the general, is part of the human capital and is a unique experience that is acquired during his work at a particular company and provides a high level of competence and informal employee involvement in the affairs of a particular organization, allows it to maximize take the initiative to open their abilities.

Active and highly qualified staff are essential for any modern enterprise, because hard depreciation of equipment, it’s rapidly aging and replacement necessitates regular employee training, improving his professional level. By investing in staff, the company expects that competent, trained employee will subsequently be repaid. Forward-thinking leaders are doing building human capital a continuous process, knowing that the presence of the organization highly qualified personnel is a key competitive advantage and makes it virtually inaccessible to poorer human capital rivals.

Obviously, the increased competition in all sectors of the economy will inevitably cause further increase the level of training of employees, and, therefore, more complicated structure and requirements to the workplace, and to management. According to many forecasts, almost all the new jobs that will be in the next ten years will require specialists with higher education, and so in the near future will need to move towards universal higher education as a prerequisite of economic competitiveness in a globalizing world.

All this makes us experts in the field of management to look for such innovative approaches to the management of human resources, which will take account of a new type of highly educated workers, the new character of his work, the changing lifestyle of the whole society.

The achievement of the organization of strategic and tactical goals can be guaranteed if each of its employees in the workplace reached the goals set before him. Contribution of workers to the goals of the organization is different and is defined as tasks that they need to solve, and the powers that are delegated to them. However, for the effective functioning of the organization, an effective work of all the staff.

Therefore, organizations succeed by constantly or periodically should evaluate compliance personnel tasks that put in front of him.

Increased feelings of job satisfaction while improving the use of human cal resources to the strategic objectives of the organization was not possible within the framework of the creature-lished earlier models of management of its staff. Today’s strategic objectives can be realized by staff who not only meets the qualifications insulating requirements dictated by the stated country Term Strategy, but also has a vested interest in its implementation.

The changes observed both in the external environment and in the organization itself, lead to the emergence of new requirements and at the same time the conditions that will allow the employee to find a completely new abilities and use them in such a way that its position and role in the organization may change in

practical terms, this involves a significant innovation in personnel work. These innovations include: the identification of existing potential employee, maximizing the use of this potential for the benefit of the company; forecasting requirements on certain categories of personnel pits, the transition to active methods of selection and

recruitment of employees outside the firm, as well as a significant expansion of in-house training and of staffdevelopment. In other words, we need to develop a strategic human resource planning.

With this understanding of the essence of the business instructorshould be able to building organizational culture that will integrate the intelligence of people awaken to their initiative, creativity, innovation, ambition, self-sufficient and solutions to attract professionals to the organization and to create an environment that will contribute to their desire to work, help identify targets cotors with organizational goals. Only under such conditions as may unlock the potential of each staff member with, and is the key to the success of companies in today's rapidly changing environment.

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