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Development of the Labor Potential of Personnel in the Sewing and Knitwear Industry

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ABSTRACT

The article defines the problem of ineffective development of labor potential of personnel in the sewing and knitwear industries. The concepts of digitalization, digital transformation, labor potential are studied and conclusions are made about the necessary development of labor potential in the organization, which is currently influenced by digitalization processes. The tools for personnel development are proposed in order to increase labor potential in the conditions of competitiveness of the organization.

Keywords: textile industry, labor potential, personnel, development, self-training, digitalization.

Introduction: In the modern world of accelerated scientific and technological progress, the formation and implementation of digitalization, neo-economics and other new processes, organizational decisions and business processes also go through their transformation path, changing the knowledge and skills of the personnel of any organization, regardless of the form of ownership.

The development of digital technologies on a global scale is gradually covering all areas of the economy and business processes, forming new approaches to management, new tools and models. In order to keep up with economic reality, each industry is forced to rebuild in the digital environment, increasingly consolidating digital platforms, blockchain, the Internet of Things (IoT) and other things in work processes both in production and in many management functions.

The purpose of the study is to identify tools for developing the labor potential of employees in the sewing and knitwear industry in the current conditions of economic development at the stage of digital transformation of all processes.

Research methods.

Digital transformation of economic processes forms new personnel competencies, determining their development at each level of digital maturity. The study used methods of content analysis in the aspect of identifying the characteristics of labor potential, the method of comparative analysis, systematization of information on an argumentative-deductive research approach.

Results and discussions.

In the Digital Economy program, the term “digitalization” is considered as the process of transition of all social and information systems to digital format, the transfer of information using various material media without loss of its accuracy, with the ability to copy, compress and distribute.

In modern conditions, the development of labor potential of both the employee and the organization itself is one of the competitive advantages in the economic growth of industries.

Labor potential is the interrelation of the employee’s qualities, not only physical but also spiritual, which determine the possibility and limits of his participation in labor activity, the ability to achieve certain results in given conditions, and also to improve in the process of work.

If we consider labor potential from the perspective of an organization, we can identify the following main elements:

- the personnel component, reflecting the potential of the personnel and their professional and qualification characteristics, formed under the influence of the goals and areas of the organization's activities, as well as investments in human capital;
- the organizational component, determined by the level of knowledge and competencies of the company's management, the organization and work culture.

Research shows that labor potential has a quantitative and qualitative value. In the context of digital transformation that has covered economic processes, quantitative indicators of labor potential should include the percentage of the working-age population, the level of employment in the country and in industries, the percentage of unemployment and the level of coverage of the working-age population with digital knowledge. Qualitative characteristics include the level of education, qualifications, health of the working-age population, social activity, but you can also add digital literacy competencies in the field of information technologies of the digital economy.

Conclusion:

The specifics of work in the sewing and knitwear industry is a creative approach, therefore, the effectiveness of the formation of labor potential in organizations largely depends on the implemented mechanisms of self-development, desire and speed of adaptation of personnel to socio-economic transformations in the internal and external environment.

In modern conditions, the sewing and knitwear industry can reach a new, more competitive level, and the fundamental factor, in addition to the introduction of new technologies, is the maximum use of the labor potential of the required structure. The goal of personnel development in an organization is to reveal talented employees, increase their labor potential to perform current and new tasks, reduce staff turnover and improve labor efficiency.

Investments in internal development and professional growth of employees allow to form a strong team that is capable of implementing the boldest ideas and working for the result – bringing stable profit to the company. At the same time, the main role in this process is played by the development of the internal potential of employees.

Thus, the use of a set of tools for the self-development of personnel and the formation of their labor potential is relevant for enterprises in the sewing and knitting industry. Effective management of labor resources of the required qualifications in the sewing and knitting industry meets the demand and needs of the national economy and the population for competitive products, and also allows for the effective implementation of the labor potential of the industry.

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