
331.1

Tsvetkova Izabella Ivanovna,
Ph.D. in Economics, Associate Professor,
Associate Professor of the Department of Management,
V.I. Vernadsky Crimean Federal University,
Simferopol.

USE OF THE COMPETENCY APPROACH IN THE MANAGEMENT OF OFFICIALS OF THE ORGANIZATION

The relevance of the research presented in the article is determined by the strengthening of the decisive influence of personnel on the competitiveness of the organization and the appropriateness of applying the competence approach in management practice. Based on the analysis of the theoretical and practical studies carried out in the field of personnel competence, the features of the competence approach are highlighted. A basic model of sales staff competencies is formed, which consists of two categories. Within the framework of the model, the weight coefficient of competencies of sales personnel of different levels is determined. The developed model can be put in the basis of the strategy of competence development, carried out in different directions. For the competencies included in the model, appropriate methods of development are selected. Within the framework of the competence approach in management practice, it is possible to take single decisions on various aspects of activities, and develop a holistic strategy for the development of competencies.

Keywords: competitiveness, competency model, sales staff, development strategy, competence approach.

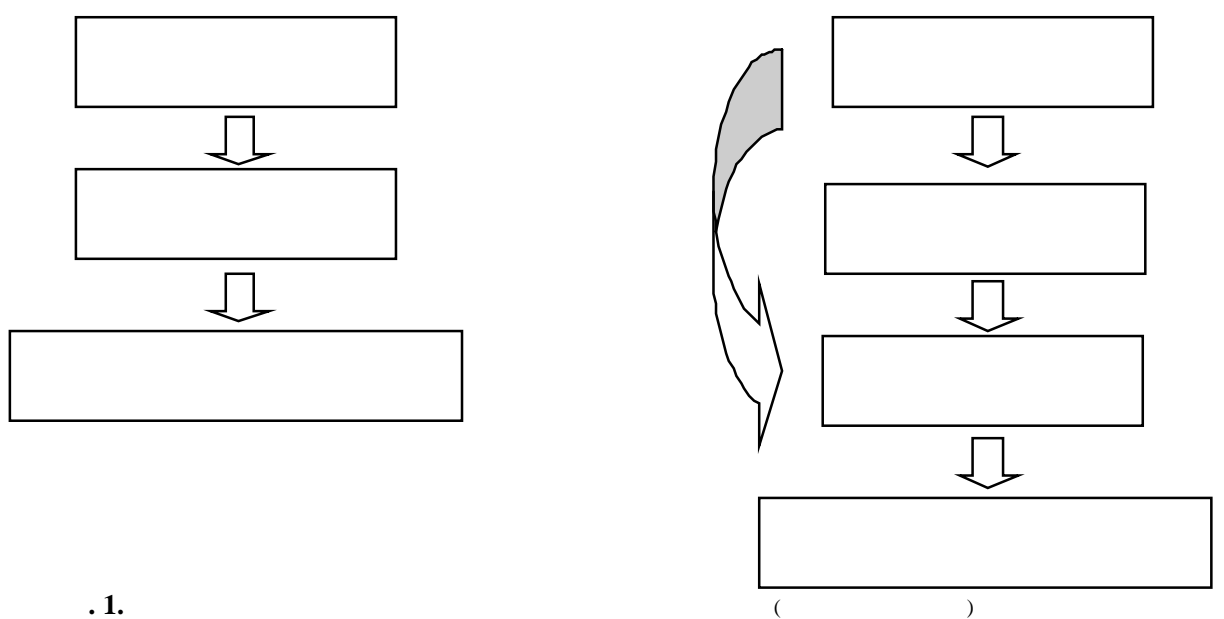
» [3].

-
-
-
-
-
-
-

[4].

« »(.1) [5].

1959 « » 1976 .



[10].

[6].

[7].

[8].

[9].

•

•

•

•

•

•

•

(.1).

•

•

•

•

-
-
-
-
-
-
-

-
-

2.

*

(.2).

0		• • • • • • •
1	-	• • • • • • •
2		• • • • • • •
3	-	• • • • • • •

*

(.3).

3.

*

1.	<ul style="list-style-type: none">• « - »;• ;• ;• « do list»;• .
2.	<ul style="list-style-type: none">• ;• ;• .
3.	<ul style="list-style-type: none">• .
4.	<ul style="list-style-type: none">• ;• ;• ;• , , ;• , ;• , ;
5.	<ul style="list-style-type: none">• ;• .
6.	<ul style="list-style-type: none">• ;• -• .
7.	<ul style="list-style-type: none">• ;• -

*

-
-
-
-
-
-
-

1. Sokhatskaya A.V. Printsipy formirovaniya sistemy upravleniya konkurentosposobnost'yu tovara / A.V. Sokhatskaya // Marketingovyye issledovaniya v Ukraine: Materialy Mezhdunarodnoy nauchno-prakticheskoy konferentsii. — K.: KNEU, 2004. — S. 116–117.
2. Shapovalova T.V. Formirovaniye obrazovatel'nogo urovnya personala predpriyatiya / T.V. Shapovalova // Ekonomika. Menedzhment. Predprinimatel'stvo. Sb. nauch. trudov Vostochnoukrainskogo natsional'nogo universiteta imeni Vladimira Dalya. — Lugansk: VNU im. V. Dalya, 2002. — 9. CH. 2. — S. 50–53.
3. Odegov Yu.G. Upravleniye personalom v strukturno-logicheskikh skhemakh: uchebnyy / Yu.G. Odegov. — M.: Akademicheskyy prospekt, 2011. — 1088 s.
4. Tsvetkova I.I. Upravleniye konkurentosposobnost'yu personala / I.I. Tsvetkova. — Simferopol': DOLYA, 2007. — 240 s.
5. Prakhala K.K. Klyuchevaya kompetentsiya korporatsii / K.K. Prakhala, G. Khmel // Vestnik S-Peterb. un-ta. Ser. Menedzhment. — 2003. — 3. — S. 8–47.
6. Mikhalkina Ye.V. Kompetentsii i kompetentnost': evolyutsiya natsional'nykh kontseptsiy i sintez teoreticheskikh podkhodov / Ye.V. Mikhalkina, L.S. Skachkova, N.V. Usatenko // TERRA ECONOMICUS. — 2011. — 9. 4. CH. 2. — S. 12–17.
7. Kiril'chuk S.P. Issledovaniye sootvetstviya kompetentsiy personala potrebnostyam kliyentov industrii turizma / S.P. Kiril'chuk, E.E. Shamileva // Nauchnyy vestnik: finansy, banki, investitsii. — 2017. — 4 (41). — S. 80–84.
8. Kolosovskaya N.V. Analiz kompetentsiy personala v sfere uslug / N.V. Kolosovskaya // Vestnik IrGTU: Gumanitarnyye nauki. — 2011. — 7. — S. 226–229.
9. Kartushina Ye.N. Vozmozhnosti primeneniya kompetentnostnogo pokhoda v obuchenii studentov / Ye.N. Kartushina // Sotsial'no-ekonomicheskoye yavleniya i protsessy. — 2014. — 1 (059). — S. 19–23.
10. McClelland D.C. Testing for competence rather than for intelligence / D.C. McClelland // American Psychologist. — 1973. — 28. — R. 1–14.

SPISOK LITERATURY

1. Sokhatskaya A.V. Printsipy formirovaniya sistemy upravleniya konkurentosposobnost'yu tovara / A.V. Sokhatskaya // Marketingovyye issledovaniya v Ukraine: Materialy Mezhdunarodnoy nauchno-prakticheskoy konferentsii. — K.: KNEU, 2004. — S. 116–117.
2. Shapovalova T.V. Formirovaniye obrazovatel'nogo urovnya personala predpriyatiya / T.V. Shapovalova // Ekonomika. Menedzhment. Predprinimatel'stvo. Sb. nauch. trudov Vostochnoukrainskogo natsional'nogo universiteta imeni Vladimira Dalya. — Lugansk: VNU im. V. Dalya, 2002. — 9. CH. 2. — S. 50–53.
3. Odegov Yu.G. Upravleniye personalom v strukturno-logicheskikh skhemakh: uchebnyy / Yu.G. Odegov. — M.: Akademicheskyy prospekt, 2011. — 1088 s.
4. Tsvetkova I.I. Upravleniye konkurentosposobnost'yu personala / I.I. Tsvetkova. — Simferopol': DOLYA, 2007. — 240 s.
5. Prakhala K.K. Klyuchevaya kompetentsiya korporatsii / K.K. Prakhala, G. Khmel // Vestnik S-Peterb. un-ta. Ser. Menedzhment. — 2003. — 3. — S. 8–47.
6. Mikhalkina Ye.V. Kompetentsii i kompetentnost': evolyutsiya natsional'nykh kontseptsiy i sintez teoreticheskikh podkhodov / Ye.V. Mikhalkina, L.S. Skachkova, N.V. Usatenko // TERRA ECONOMICUS. — 2011. — Tom 9. 4. CH. 2. — S. 12–17.
7. Kiril'chuk S.P. Issledovaniye sootvetstviya kompetentsiy personala potrebnostyam kliyentov industrii turizma / S.P. Kiril'chuk, E.E. Shamileva // Nauchnyy vestnik: finansy, banki, investitsii. — 2017. — 4 (41). — S. 80–84.
8. Kolosovskaya N.V. Analiz kompetentsiy personala v sfere uslug / N.V. Kolosovskaya // Vestnik IrGTU: Gumanitarnyye nauki. — 2011. — 7. — S. 226–229.
9. Kartushina Ye.N. Vozmozhnosti primeneniya kompetentnostnogo pokhoda v obuchenii studentov / Ye.N. Kartushina // Sotsial'no-ekonomicheskoye yavleniya i protsessy. — 2014. — 1 (059). — S. 19–23.
10. McClelland D.C. Testing for competence rather than for intelligence / D.C. McClelland // American Psychologist. — 1973. — 28. — R. 1–14.

15 2017

23 2018