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KPI**METHOD OF CALCULATION OF KPI EFFECTIVENESS INDICATORS IN THE
PARADIGM OF ECONOMICS AND SOCIOLOGY OF LABOR**

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In the article, the author examines the main points that underlie the modern understanding of the concept of human capital. The purpose of the article is to determine the management of investments in human capital, namely: the retraining of personnel, the improvement of their qualification level, the sharing of experience with enterprises that carry out a similar type of business, the use of new technologies, the training of personnel in digital platform management for customer recognition of products offered by the company, calculation of the effective work of personnel and motivation of valuable employees, which is the most relevant recently. The author singled out the main tasks of the article as follows: a theoretical analysis of the concept of human capital; identification of features of human capital using KPI performance indicators; calculation of costs for the implementation of KPI events. The author believes that investments in human capital should be made without interruption, but the distribution should be strictly in accordance with priorities based on a competent and clear system of requirements for each qualification. Human capital is one of the significant components of the competitive advantage of the enterprise, the value of modern society, and it is also a factor in the economic growth of both the state and the individual enterprise. The main feature of human capital as an intangible asset is the long term of investment, use and return. Investments in human capital give a very long economic and social effect. Theoretical analysis of the concept of human capital is given in full — from the primary sources of this concept to the modern presentation of various scientists, both Russian science and foreign. Characteristics of human capital were identified using KPI performance indicators. The introduction of the KPI system, the author of the article asserts, will help the managers to raise the level of motivation of their personnel, effectively analyze the results of the company's activities, units and specific employees, achieve the set goals and objectives. For the staff, this system will help to determine the specific tasks and objectives

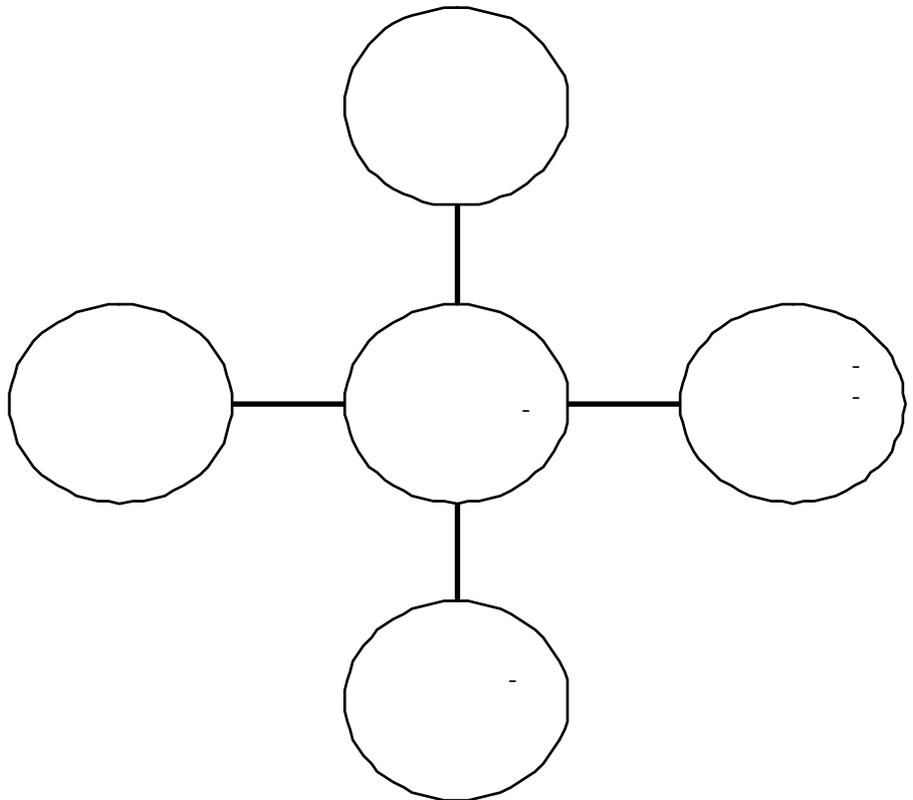
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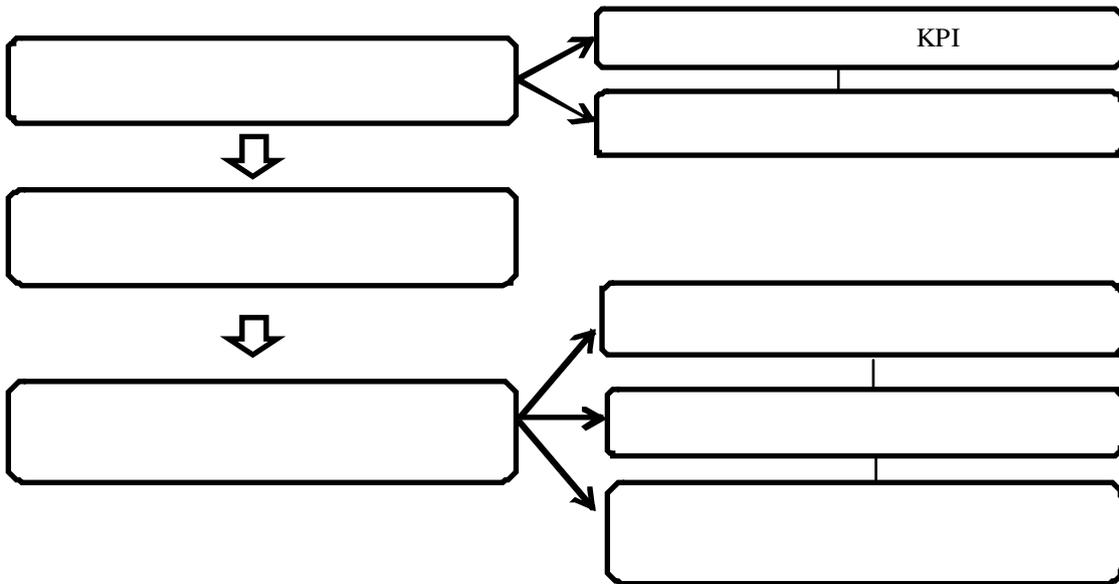
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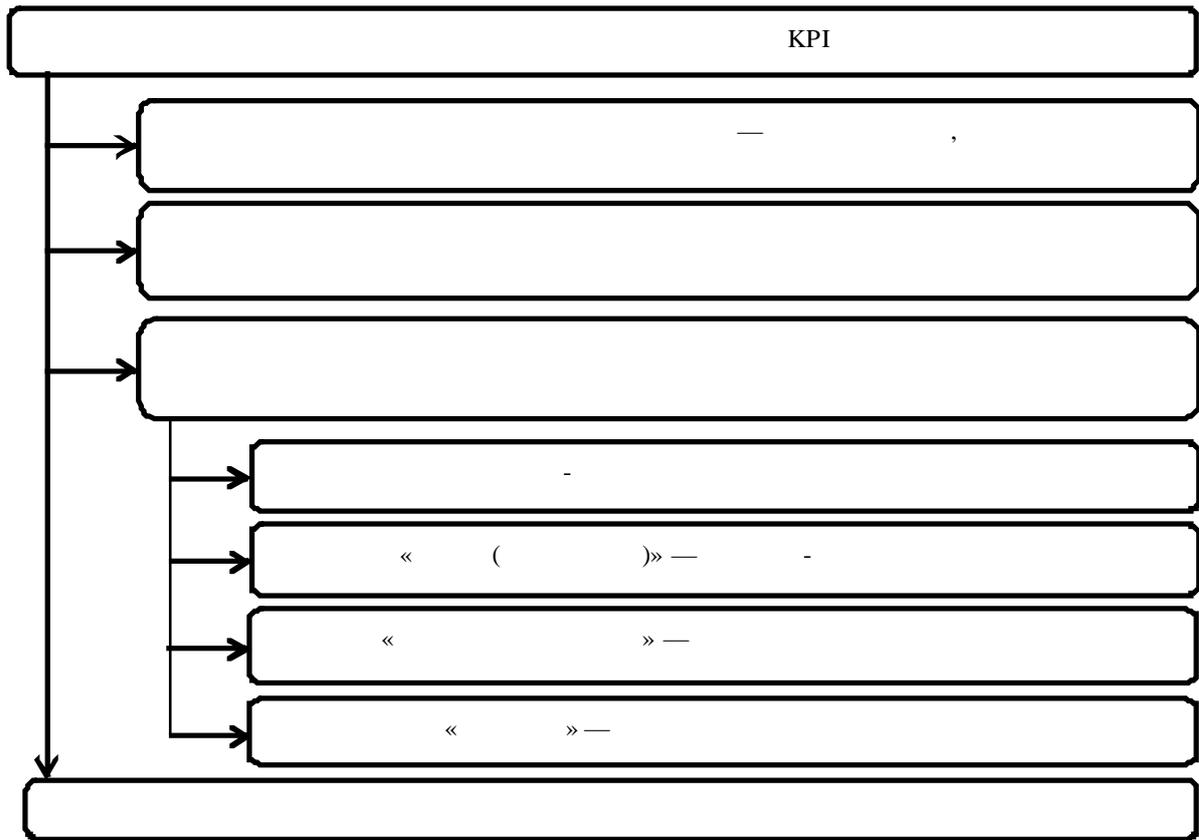
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4	-	-	100
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$$= (15663,7 / 500) \times 100\% = 3133 \%$$

$$= 500 / 15663,7 = 0,3 = 4$$

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