

Shirokovskikh Sergey A.,
Ph.D. in Economics,
Associate Professor of the Department of Economics and Management,
Institute of Social Sciences,
Moscow, Russian Federation.

DIGITAL TECHNOLOGIES IN THE SYSTEM OF MODERN MODELS OF HUMAN RESOURCE MANAGEMENT OF AN INDUSTRIAL COMPANY (CORPORATION)

The article examines aspects of the use of modern digital technologies in the human resource management system of industrial companies (corporations) in the context of the implemented management models.

The article reveals the possibilities of digitalization of human resource management. The potential of digitalization of HR management in companies (corporations) of the Russian industry has been investigated. Models of human resource management in companies (corporations) of the Russian industry are considered and the expected effectiveness of digitalization of HR-management in companies (corporations) of the Russian industry is described.

It has been substantiated that, as applied to companies (corporations) of various sectors of the Russian industry, large-scale digitalization of HR management corresponds to a proactive model of human resource management, which, in turn, is a source of ensuring balanced, dynamically sustainable corporate development in new socio-economic conditions. It is important for corporate entities to support the development of new digital solutions in the field of human resource management, due to the lack of such, by working in cooperation with research scientists and other industry representatives, without “closing” managerial innovations from the market.

Keywords: digital technologies, human resource management, HR-digital, digitalization, industry, large companies, artificial intelligence.

[8, 9].

HR-Digital (. HR — human resources, , digital —).

[2].

« »

[5].

()

« 4.0», HR-

().

().

() HR-

); () (). HR-

[1]. HR-

HR-

;

« ».

HR-

[7, 11],

(

[4]).

(, , ,).

(« » HR-

HR-

HR-

[3, 6, 10, 12].

HR-

()

()

) ; (

HR-

) () ;

HR,

HR-

HR-

HR-

—

) ;

);

« » (. downstream) —

« » (. upstream) —

HR-

()

downstream upstream.

()

HR-

()

(. 1).

HR-

HR-

HR-

I.

()*

()				HR-
()				
()				
()				
()				
()				

*

HR-

()

HR-

()

48

12

22

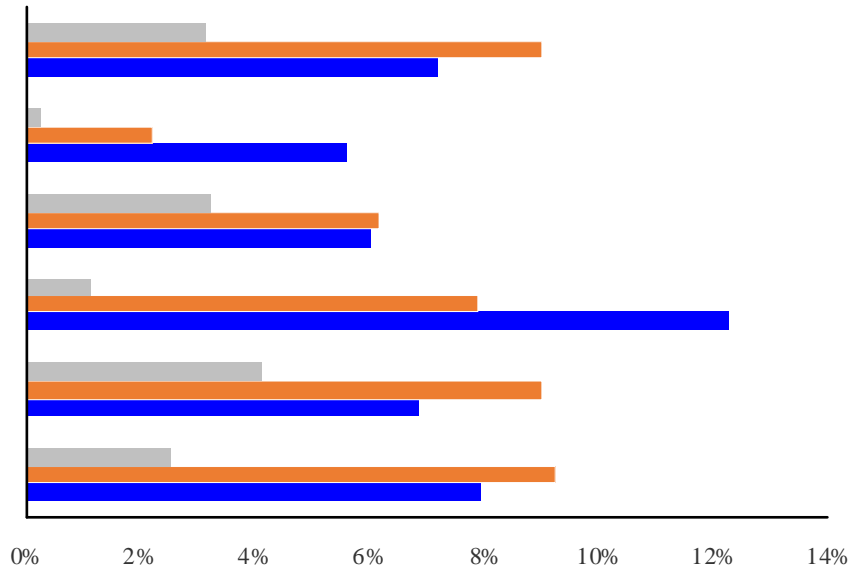
2019

(ROI),

HR-

1,

HR-



0% 2% 4% 6% 8% 10% 12% 14%

.I.

ROI(

)

,%

HR-

(

48

(

)

COVID-19,

HR-

HR-

HR-

(

)

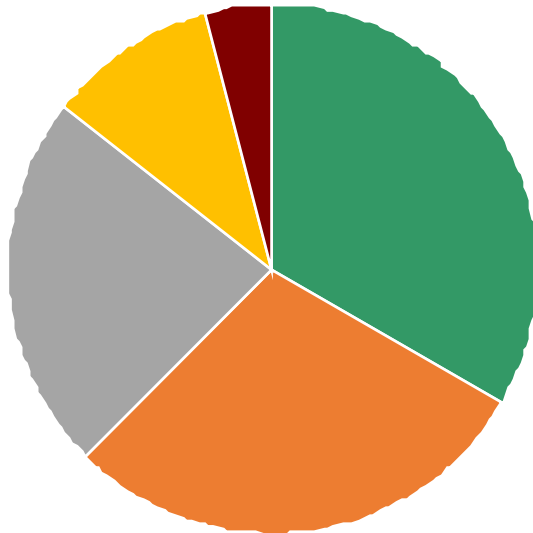
HR-

40 % (.2).

HR-

172

()



■ 0-20% ■ 21-40% ■ 41-60% ■ 61-80% ■ 80%

.2.

48

HR- () , % ()

HR-

COVID-19,

HR-

173

« »

1. . . . / . . . // - IV
2. . . . , 2019. — . 71–77.
3. // : , , . — 2019. — . 9. . 1-1. — . 374–384.
4. : / . . . XIV , . . . // - . — , 2018. — . 297–302.
5. . . . HR: . . . / . . . , . . . // . — 2018. — . 5-3. — . 42.
6. . . . / . . . // . — 2014. — . 3. — . 71–73.
7. . . . HR-Digital: // : - . — 2017. — . 9. . 1 (38). — . 24.
8. // . — 2019. — . 4. — . 250–252.
9. . . . () // . 6: . — 2018. — . 6. — . 79–96.
10. Stone C.B. Human resource management in the digital age: Big data, HR analytics and artificial intelligence / C.B. Stone, A.R. Neely, M.L. Lengnick-Hall // Management and technological challenges in the digital age. — CRC Press, 2018. — Pp. 13–42.
11. Strohmeier S. Artificial intelligence techniques in human resource management — a conceptual exploration / S. Strohmeier, F. Piazza // Intelligent techniques in engineering management. — Springer, Cham, 2015. — Pp. 149–172.
12. Yawalkar V.V. Study of Artificial Intelligence and its role in Human Resource Management / Vivek V. Yawalkar // International Journal of Research and Analytical Reviews (IJRAR). — 2019. — February. — Pp. 20–24.

SPISOK LITERATURY

1. Yegorova N.M. Vyyavleniye kadrovyykh riskov v protsesse razvitiya personala / N.M. Yegorova // Sovremennyye issledovaniya problem upravleniya kadrovymi resursami: Sbornik nauchnykh statey po rezul'tatam IV Mezhdunarodnoy nauchno-prakticheskoy konferentsii. — Serpukhov, 2019. — S. 71–77.
2. Zagrebel'naya N.S. Upravleniye chelovecheskimi resursami v tsifrovoy ekonomike / N.S. Zagrebel'naya, Ye.R. Bostoganashvili // Ekonomika: vchera, segodnya, zavtra. — 2019. — T. 9. . 1-1. — S. 374–384.
3. Kupriyanov A.N. Sovremennyye tendentsii v upravlenii chelovecheskimi resursami v usloviyakh tsifrovoy transformatsii ekonomiki / A.N. Kupriyanov, T.A. Bruyeva // Menedzhment sovremennykh tekhnologiy v integrirovannykh strukturakh: Materialy XIV Mezhdunarodnoy nauchno-prakticheskoy konferentsii. — Orel, 2018. — S. 297–302.
4. Lebedeva T.Ye. HR: tendentsii razvitiya v tsifrovoy ekonomike / T.Ye. Lebedeva, Ye.Ye. Yegorov // Moskovskiy ekonomicheskoy zhurnal. — 2018. — . 5-3. — S. 42.
5. Molchanov M.A. Kadrovaya bezopasnost' kak element ekonomicheskoy bezopasnosti predpriyatiy proizvodstvennykh otrasley / M.A. Molchanov // Mir sovremennoy nauki. — 2014. — . 3. — S. 71–73.
6. Nagibina N.I. HR-Digital: tsifrovyye tekhnologii v upravlenii chelovecheskimi resursami / N.I. Nagibina, A.A. Shchukina // Naukovedeniye: internet-zhurnal. — 2017. — T. 9. . 1 (38). — S. 24.
7. Semenova A.N. Tsifrovyye tekhnologii v upravlenii chelovecheskimi resursami / A.N. Semenova, V.A. Stupkina // Molodoy uchenyy. — 2019. — . 4. — S. 250–252.
8. Tsvetkov V.A. Kriptoalyuty (elektronnaya nalichnost') kak novaya finansovaya institutsiya / V.A. Tsvetkov, A.A. Shut'kov, M.N. Dudin, N.V. Lyasnikov // Vestnik moskovskogo universiteta. Seriya 6: Ekonomika. — 2018. — 6. — S. 79–96.
9. Tsvetkov V.A. Tsifrovaya ekonomika i tsifrovyye tekhnologii kak vektor strategicheskogo razvitiya natsional'nogo agropromyshlennogo sektora / V.A. Tsvetkov, A.A. Shut'kov, M.N. Dudin, N.V. Lyasnikov // Vestnik moskovskogo universiteta. Seriya 6: Ekonomika. — 2018. — 1. — S. 45–64.

10. Stone C.B. Human resource management in the digital age: Big data, HR analytics and artificial intelligence / C.B. Stone, A.R. Neely, M.L. Lengnick-Hall // Management and technological challenges in the digital age. — CRC Press, 2018. — Pp. 13–42.

11. Strohmeier S. Artificial intelligence techniques in human resource management — a conceptual exploration / S. Strohmeier, F. Piazza // Intelligent techniques in engineering management. — Springer, Cham, 2015. — Pp. 149–172.

12. Yawalkar V.V. Study of Artificial Intelligence and its role in Human Resource Management / Vivek V. Yawalkar // International Journal of Research and Analytical Reviews (IJRAR). — 2019. — February. — Pp. 20–24.

25 2020

23 2020