

## **INNOVATE TRENDS OF MANAGEMENT AND SPERE OF PERSONNEL MANAGEMENT**

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The ability to innovate is the potential of adopting and using new technologies for increased productivity and management, which are referred to as competitive factors. And this ability more relevant now than ever. Success in a company largely depends on innovative management in the organization, namely, on the activities of the personnel management system and the personnel department. Currently the scope personnel management has a large number of cases that require their participation, while before, it was enough for them to take part only in the issues of providing the organization with documentation. In modern society, the role of a person in the management system is important because of its complexity in implementation and the need for constant attention.

In order to achieve more beneficial results in working with personnel, it is necessary apply innovative management methods, without which it is difficult to implement HR programs in organizations where success depends to a large extent on innovation. The main types of innovative technologies include personnel training, the introduction of modern systems into the entire organization process, consulting engineering, transfer. To avoid imbalance, it is necessary to develop not only the company, promoting it on the market, but also the personnel. Otherwise, to achieve positive dynamics-efficiency labor is extremely difficult, the quality of goods and services will not increase.

The personnel management system has three main innovative areas:

1. Innovation management of education - innovations in the training of specialists in the field of education
2. Innovative HR marketing - highly effective HR potential of the organization
3. Innovative and technological human resource management - new ways of working with personnel using new technologies and modern equipment.

Nowadays there is a growing need of "technologically advanced" HR This is due to global changes in the external market and transformation of business models of companies that mostly happen because of pandemic and it causes some digital breakthrough in this sphere.

Employee potential development is inextricably linked with training. The emergence of new training programs within companies confirms this trend: organizations come up with their own methods, create convenient systems inside or customize market solutions.

Trends in e-learning staff:

1. Mobile learning.
2. Adaptive learning using AI. Personalized Learning - Applying an individualized learning path. Implementation of individual employee development plans.
3. Assessment of learning effectiveness: measuring ROI learning.
4. Creation of a developing environment that does not interfere with creativity and provides high results.

This is potentially the most incredible HR professional tool today and before the advent of HR AI. Already developed countries and large corporations practice all kinds of simulations of events in VR: in aviation - flights, in weapons - combat, in medicine - operations, etc. A competitive market environment obliges HR to develop effective PR companies, including using digital tools, to attract specialists. The organization of HR work in digital marketing is based on basis:

- management of innovative projects and teams;
- creating and promoting an attractive HR-brand of the employer;
- attracting and retaining talented employees;
- creation of an HR content strategy: broadcasting the company's mission: "during external environment "/" into the internal environment ".

Typical trends in digital HR marketing for 2021: creation and support of external and internal communications (media, blogs, events, social networks, etc.), working with staff loyalty and involvement, creating brand ambassadors. Employee blogs, creating an authentic company and corporate culture in which you want to work, non-standard creative in promoting the HR brand. The variety of services and applications for work automation is growing HR: recruiting - search and selection of candidates for vacancies, certification and assessment campaign personnel, internal document flow, personnel training, assessment of personnel loyalty and involvement, monitoring of the company's HR brand, HR analytics Automation in HR is a great way to get rid of the HR officer from routine processes. Implementation guarantees the growth of all key indicators, including KPI employees of the HR department and an increase in return on investment with hiring personnel.

In conclusion: HR digitalization is actively developing. There will be registers of: "big data" human resources for exchange in the market; world banks of storage of VR simulations for training personnel of multinational companies; AI of individual organizations and much more. We, today's students and future specialists, we will follow the development of future trends in Digital-HR and, if possible, adapt to the needs of society and era.

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## **HOW TO DEAL WITH THE DIFFICULTIES OF PROGRAMMING**

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One of the biggest arguments about programming is whether it's a difficult profession to do or not. You may hear from some people saying programming is easy, which some people can disagree.

The intention for writing this article is to motivate people who are struggling with the difficulties of programming but not to scare them. This article will spot some difficulties in programming and suggest ways to deal with them, based on different experiences.

### Is Programming Really Difficult?

Programming is a difficult profession. But should we lose our motivation for writing code? Should we quit just because it's hard? Absolutely not!

Every profession has difficulties, upsides and downsides, and so does programming. There are ways to deal with them — let's see what these difficulties are and how it's possible to deal with them.

#### 1. The Learning Process

The very beginning is the most difficult part. The education we receive is poor, and there are very few tutorials and articles.

Thanks to the content creators, this has been changing, and maybe that's the reason why so many people (including me ) start to create programming tutorials, write e-books, and share their knowledge on various platforms on the internet.

#### Tip 1: Give yourself time

The important thing to understand here is if you're new to programming, you'll learn slow. You'll forget quickly unless you practice enough and truly understand how things work. That's why you need to keep trying, read what you're reading again, solve the same exercises again, and replay the tutorials again and again until you have a complete understanding.

Learning a programming language is similar to learning a new language like English, French, or Chinese. You can't learn Chinese or French in one day, right? The same goes for learning a programming language. It'll take a couple of months to get familiar with the concepts. Give yourself time.