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## **GOVERNMENT PERSONNEL POLICY AND ITS IMPLEMENTATION IN PUBLIC ADMINISTRATION INSTITUTIONS**

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Fundamental changes in all spheres of public life of Ukraine during the years of independence, including personnel policy, lead to increased attention to understanding these changes, analyzing existing problems and identifying ways to solve them. Of particular importance is the analysis of the problems of formation and implementation of the government personnel policy in public institutions, since the success of the implementation of the state policy in general depends on human resources. Such analysis makes it possible to assess the effectiveness of the government personnel policy in government bodies, to determine its new directions and priorities.

Today Ukraine faces new challenges. The answer to them is an important factor of national security and competitiveness of the country. The country cannot do this without the proper level of administrative capacity of public authorities, professionalism of public employees, new standards and procedures of their work, adequate to the requirements of modern life.

Therefore, today, as never before, we need a clear, well-thought-out system of work with personnel aimed at enriching their professional potential to improve the moral and professional qualities of the apparatus of both state authorities and local self-government units. In this regard, the problem of creating an effective system of staffing of government and local self-government institutions aimed at the development of a professional, politically neutral and authoritative public administration is becoming urgent.

Since independence, Ukraine has undergone significant quantitative and qualitative changes in the government. Ukraine is undergoing an administrative reform, an integral part of which is the civil service reform, in particular: improvement of human resources, creation of a renewed, powerful and efficient government apparatus, transformation into a professional, politically neutral and authoritative public administration.

To improve the effectiveness of the human resources policy, it is very important to establish stable, reliable mechanisms and technologies of work with personnel that would ensure the optimization of human resources activities.

Human resources policy should solve personnel problems in a comprehensive, integrated manner, including social, managerial, legal, socio-psychological, moral and other aspects. According to V. Ortynsky, "its main content should be adequate

measures for the development of human resources, mastering modern forms and methods of recruitment, use and evaluation of personnel, measures to motivate labor, formation of a reserve and organization of vocational training, etc." [1].

It is clear that the state personnel policy should be based on a constant analysis of work with personnel and real prospects for the development of this process based on the necessary organizational and financial support.

Work with personnel is organized and conducted in accordance with the human resources policy. It includes the entire arsenal of measures, forms, methods related to providing the executive body with qualified employees. Effective human resources policy should be determined taking into account the socio-political and socio-economic situation in the country [2].

The development of an independent, democratic, legal Ukrainian state, designed to ensure the formation of civil society with all the characteristics of such a society, is impossible without effective management and public administration.

The processes of state-building and social modernization bring to the fore the problem of personnel reforms, implementation of the public human resources policy.

Based on the real situation, the nature of socio-political processes and tasks of state building in Ukraine, the policy of recruitment of public employees, in our opinion, should be based on the principle of systematization and proper scientific support. The main prerequisite for attracting competent highly qualified employees to the relevant positions of public employees is the formation of an effective personnel reserve and work with it.

#### **Literature:**

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## **MAIN DIRECTIONS OF FURTHER DEVELOPMENT OF THE IMAGE OF LOCAL SELF-GOVERNMENT AUTHORITIES IN THE CONTEXT OF GLOBAL TRENDS**

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Some common values are independent of the political system of the country. These are human rights and freedoms, decent living conditions, the value of every life, the rule of law. These values should be proclaimed as the basis of the political and economic course of the country.

With the support of the European Commission, the European Social Dialogue Committee (SDC / CGA) has implemented a project that analyzed the image characteristics of public authorities in 12 European countries (Belgium, Croatia, Czech