

СЕКЦІЯ 2

ЦИФРОВІЗАЦІЯ ТА ЇЇ ВПЛИВ НА ЕКОНОМІКУ МАЙБУТНЬОГО

DIGITALIZATION OF THE HR MANAGEMENT SYSTEM IN INTERNATIONAL BUSINESS

КОБІЕЛІЄВА Т. О., Doctor of Economics, Professor, Professor of the Department of Business Economics and International Economic Relations

КОРЮТСІА А. О., PhD student of the Department of Business Economics and International Economic Relations

National Technical University "Kharkiv Polytechnic Institute"

In the modern world, digitalization covers all areas of activity, and the personnel management system is no exception. The introduction of digital technologies into HR processes allows you to increase the efficiency of HR management, automate routine tasks, and improve the employee experience. This becomes especially relevant for international business, where it is necessary to coordinate the work of employees in different countries, taking into account the cultural characteristics and legislative norms of each state [1-14].

Growing competition in the global market is forcing companies to look for ways to optimize their work with personnel. The main challenges that digitalization of HR systems in international business solves [1; 4; 9; 12].

1. Automation of recruitment and onboarding – the use of AI algorithms for the selection of candidates, digital platforms for training new employees;

2. Cloud HRM systems – allow you to centrally manage personnel, regardless of location;

3. Data analysis and forecasting – the use of Big Data to assess employee productivity and predict their career development;

4. Flexible work models – ensuring the effective work of remote teams through digital communication and management tools.

Digitalization of HR processes in international business includes the use of digital technologies and tools to optimize and automate various aspects of HR management. The digitalization of HR processes in international business has its own characteristics due to geographical dispersion and cultural differences in personnel. Let's conduct a more detailed analysis of some of the main aspects of the digitalization of personnel management in international business [2, 7]. The use of digital platforms to store information about employees, their personal data, qualifications, vacancies, remuneration, etc. This allows you to effectively manage personnel and quickly obtain the necessary information. Using online platforms to post vacancies, accept

applications, conduct interviews, test candidates, etc. This allows you to speed up the recruitment process and increase the efficiency of recruiting processes [3; 8; 13].

Use of digital platforms for staff training and development, including online courses, video lessons, tests, trainings, etc. This allows you to ensure access to training materials at any time and from anywhere. Using digital tools to conduct employee evaluations, track their performance, analyze data, and generate reports. This allows the management to receive objective information about the effectiveness of personnel and make informed management decisions. Use of analytical tools and artificial intelligence algorithms to analyze large amounts of personnel data, predict trends in the labor market, identify key problems and opportunities for personnel management.

Human resources management in international business requires a strategic approach and readiness to adapt to various working conditions in different countries and cultures, and in this regard, the use of modern information models and technologies in the personnel management system is extremely important [10, 14].

Digitalization of the HR system is a necessity for international business, as it helps to increase work efficiency, minimize risks and allows you to adapt to the dynamic conditions of the global market. The use of modern HRM solutions helps companies attract and retain talent, creating favorable conditions for their productive work. Success in international business depends on how quickly a company integrates digital technologies into its HR strategy.

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ASSESSMENT OF THE EFFECTIVENESS OF INFORMATION SUPPORT OF INTERNATIONAL BUSINESS STRUCTURES

PERERVA P.G., Doctor of Economics, Professor, Professor at the Department of Business Economics and International Economic Relations

POGORIELOVA T. O., Associate Professor at the Department of Business Economics and International Economic Relations

KOBIELIEV I. V., Bachelor's student in Economics and Programming
National Technical University "Kharkiv Polytechnic Institute"

In modern conditions of globalization, information support plays a key role in the functioning of international business structures. Effective use of information resources contributes to increasing the competitiveness of companies, reducing risks and making informed management decisions. The growth of data volume, the development of digital technologies and the need to quickly adapt to changing market conditions pose new challenges for international business structures in organizing and evaluating the effectiveness of information support [1; 3; 8; 12].

The study of the effectiveness of information support is relevant, as it allows you to determine the degree of its impact on key aspects of companies' activities, including strategic planning, marketing analytics, risk management and operational efficiency. Important evaluation criteria are timeliness, reliability, completeness and availability of information, as well as its impact on managerial decision-making [2; 9; 13]. In this context, the purpose of the study is to analyze the main approaches to assessing the effectiveness of information support and determining its impact on the development of international business structures.

Figure 2.1 shows the most important elements of information support for international business:

- international marketing and market research. Collecting and analyzing information about the external environment, including the competitive situation, demand and trends in the markets of different countries, helps in planning and selecting marketing and business development strategies;