

Olena Prygodiuk

Cherkasy State Technological University

ORCID ID: <https://orcid.org/0000-0002-4706-391X>

Vadym Melnyk

Cherkasy State Technological University

ORCID ID: <https://orcid.org/0009-0003-5152-5755>

Viktor Tsarenko

Cherkasy State Technological University

ORCID ID: <https://orcid.org/0009-0007-7069-7711>

THE IMPACT OF MOTIVATIONAL MANAGEMENT ON THE PROFESSIONAL COMPETENCE OF PERSONNEL, BUSINESS PROCESS MANAGEMENT AND COMPETITIVENESS OF ENTERPRISES IN THE CONDITIONS OF DIGITALIZATION

The relevance of the study is due to the growing influence of digital technologies on the activities of enterprises, which is accompanied by the transformation of approaches to personnel management, business processes and the formation of competitive advantages. In modern conditions, the key factor in ensuring the effectiveness of the enterprise's activities is human capital, the development of which largely depends on the level of organization of motivational management. At the same time, the digitalization of the economy necessitates the integration of innovative motivational tools and analytical technologies into the personnel management system.

The purpose of the article is to substantiate the theoretical and methodological principles and develop a conceptual model of the influence of motivational management on the development of professional competence of personnel and the effectiveness of business processes as factors ensuring the competitiveness of the enterprise in the conditions of digital technologies.

The methodological basis of the study is the system, process and competency approaches, as well as general scientific methods of analysis, synthesis, generalization, comparison and structural-logical modeling. The study is theoretical in nature and is based on the generalization of modern scientific approaches to motivational management, human capital management and digitalization of business processes.

As a result of the study, it was determined that motivational management is a key factor in the development of professional competence of personnel, which affects the formation of knowledge, skills, digital competencies and innovative behavior of employees. It is substantiated that an effective motivation system contributes to increasing labor productivity, the quality of operations, the speed of making management decisions and the level of staff involvement. It is established that digitalization transforms motivational management through the implementation of HR analytics, artificial intelligence, process automation and digital learning platforms.

A conceptual model has been developed that reflects the relationship between motivational management, the development of professional competence of personnel, the effectiveness of business processes and the competitiveness of the enterprise. The model has a multi-level structure and includes the following elements: input factors, digital infrastructure, motivational management, competence management, business processes and the resulting competitiveness block. An important feature of the model is the presence of feedback, which ensures the adaptability of the system to changes in the external environment.

The practical value of the study lies in the possibility of using the proposed model to increase the efficiency of personnel management, develop professional competencies of employees, optimize business processes and strengthen the competitive positions of enterprises in the digital economy. The results obtained can be applied in the activities of enterprises in various industries, as well as in further scientific research in the field of motivational management and digital transformation.

Keywords: Motivational management, professional competence, personnel, business processes, competitiveness, human capital, digitalization, HR management.