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STRATEGIZING HUMAN RESOURCES MANAGEMENT OF INNOVATION-ORIENTED ENTERPRISES IN THE FACE OF SECURITY CHALLENGES

The article examines the features of human resource management strategy of innovatively oriented enterprises in the construction industry in the context of security challenges. A comprehensive analysis of the development trends of the construction industry of Ukraine was conducted based on statistical indicators of the number of business entities, the volume of commissioning of residential and non-residential buildings, capital investments, financial results of activity, profitability and personnel potential. The key factors influencing the performance of enterprises in the industry were identified and their economic and mathematical modeling was carried out using multifactor correlation and regression analysis. The impact of capital investments, the number of business entities, construction volumes and personnel turnover on the profitability of the construction industry's operational activities was substantiated. Forecast scenarios for the development of the industry were developed and expected changes in performance indicators were determined. The effectiveness of human resource management strategy of enterprises in the construction industry of the western region of Ukraine was assessed using a universal indicator - Harrington's desirability function. It was found that most of the studied enterprises are characterized by a satisfactory level of human resources management with a tendency to improve in the forecast period. The scientific novelty of the study lies in the combination of economic and mathematical modeling tools and Harrington's desirability function for assessing and forecasting the strategizing of human resources management of innovatively oriented enterprises in the construction industry in the conditions of security challenges. The practical significance of the results obtained lies in the possibility of using the proposed approach to form effective personnel strategies and increase the competitiveness of enterprises.

Keywords: human resource management, strategizing, strategic management, innovation-oriented enterprises, construction industry, security challenges, human resource potential, Harrington's desirability function, economic and mathematical modeling, forecasting, profitability.