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ASSESSMENT OF THE DEVELOPMENT OF PERSONNEL COMPETENCES IN THE SYSTEM OF INNOVATIVE MANAGEMENT OF AGRI-FOOD ENTERPRISES

The article examines the features of the development of personnel competencies in the system of innovation management of agri-food enterprises. In the modern conditions of operation of agri-food enterprises, characterized by increased competition, digitalization of production processes, the need to introduce innovations and adapt to security and economic challenges, the development of personnel competence is of particular importance. It is human capital that becomes one of the key resources for ensuring the innovative development of enterprises, allowing employees to generate new ideas, master modern technologies, make effective management decisions and adapt to changes to increase the level of competitiveness of agri-food sector entities.

The role of human capital as a key factor in ensuring innovative activity, adaptability and competitiveness of enterprises in the conditions of digitalization, technological changes and transformation of the business environment is substantiated. The current state of development of personnel competencies is assessed based on a questionnaire survey of enterprise employees. The main areas of professional development, forms of training, motivational factors and problems that hinder the formation of the necessary competencies are identified. It is established that digital skills, creativity, innovative thinking, the ability to work in a team and professional training are of particular importance for innovative development. The need to improve the system of personnel competency management by integrating the processes of assessment, training, motivation and professional development into the general system of innovation management of enterprises is substantiated. It is proposed to consider the development of competencies not only as a personnel tool, but as a strategic resource for ensuring sustainable development and innovative transformation of agri-food enterprises.

Keywords: personnel competencies, innovation management, agri-food enterprises, personnel development, digital skills, human capital, innovative development