

Vladislav Barabash
Poltava National Technical University
ORCID: <https://orcid.org/0009-0001-4303-8055>

HUMAN CAPITAL AS A STRATEGIC RESOURCE: MODERN APPROACHES TO ADAPTIVE MANAGEMENT OF ENTERPRISE HUMAN RESOURCES

In the current climate of technological transformation and socio-economic uncertainty, investment in human capital is evolving from a competitive advantage into a strategic necessity for ensuring an organization's sustainability. Organizations that systematically invest in their staff's professional development, health, and motivation demonstrate greater capacity to adapt during crises. This article justifies treating human capital investment not as an operational expense but as a strategic investment that ensures staff's flexibility and resilience in response to rapid changes in the external environment. Based on the research conducted, a continuous model of adaptive harmonisation of human resource potential is proposed, which conceptualises it as an integrative core combining three synergistic components: the employee (as the bearer of competencies, knowledge and motivation), work (the organisational and technological environment) and the need for management (assessment, planning and development), which functions in a state of constant dynamic interaction, transforming the external challenges of a turbulent environment into catalysts for transformation. Based on generalised scientific approaches and a clarification of the economic essence of the basic categories relating to this subject area, the author has formulated an interpretation of adaptive management of an enterprise's human resource potential as a purposeful process of synergistic influence on the formation, development and realisation of the integrated set of existing and latent staff resources, aimed at bringing the human resources system to a state of functional stability through the flexible adjustment of objectives, structures and processes, designing individual development pathways and creating a supportive environment for employees to realise their potential in response to the impact of disruptive factors from both the external and internal environments.

Keywords: adaptation, adaptability, adaptive management, human resources, human capital, development, strategic resource.