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APPROACHES TO DEFINING THE CONCEPT OF “PERSONAL PERFORMANCE”

Personal performance is a concept that still lacks a unified scientific interpretation in contemporary management and psychology, despite its growing relevance in the theory and practice of human resource management. This article presents a theoretical and methodological analysis of scientific approaches to defining this concept and justifies the relevance of its systematization, driven by the transformation of the labor market, the spread of hybrid forms of employment, the development of artificial intelligence technologies, and the intensifying problem of digital overload. It is shown that terminological inconsistencies in the interpretation of the concept complicate the development of valid diagnostic tools and effective personal development technologies. The methodological foundation of the study consists of the provisions of the activity approach, the social-cognitive theory of self-efficiency, and the principles of systemic and acmeological analysis of the individual. Based on an analysis of domestic and foreign sources, six approaches were identified - activity-based, competency-based, psychological (resource-based), managerial, systemic, and acmeological - each of which is illustrated with examples from the practices of Ukrainian companies (Nova Poshta, SoftServe, Monobank, Genesis, Ajax Systems). A comparative analysis of these approaches was conducted, and the author's generalization was proposed: personal performance is an integral, dynamic characteristic of a person, manifested in their sustained ability to consciously set meaningful goals, mobilize and rationally use available internal (psychological) and external (time, organizational, and attentional) resources to achieve them, as well as to reflectively analyze and adjust their own activities based on the results obtained. A comparative analysis of these approaches demonstrates their complementary rather than contradictory nature, which makes the development of an integrative model of personal effectiveness a promising endeavor.

Keywords: personal performance, self-efficiency, productivity, self-management, competence, acmeology, systems approach, OKR.