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HUMAN CAPITAL MANAGEMENT AND PERSONNEL SECURITY MANAGEMENT IN THE CONTEXT OF UKRAINE'S POST-WAR RECOVERY

The article examines the theoretical and practical foundations of human capital management and personnel security management in the context of Ukraine's post-war recovery. It substantiates that human capital has become the key factor in ensuring economic resilience, enterprise competitiveness and long-term national economic recovery after large-scale wartime losses. It is established that demographic transformations, labour migration, internal displacement, workforce shortages and structural changes in the labour market significantly increase the importance of strategic human resource management and comprehensive personnel security systems.

The study proves that personnel security should be considered not only as an element of human resource management but also as a strategic component of enterprise economic security. Effective human capital management is shown to require an integrated approach combining employee recruitment, professional development, retention, motivation and workforce recovery with systematic management of organizational, social, professional and digital risks.

Special attention is paid to the transformation of personnel management under digitalization, remote employment, artificial intelligence technologies, HR process automation and the growing importance of digital competencies. It is argued that Ukraine's post-war recovery requires a fundamentally new human capital management model based on adaptability, innovation, inclusiveness, continuous learning and close cooperation between business, education, science and government institutions.

The paper identifies priority directions for strengthening personnel security through strategic workforce planning, preventive risk management, corporate culture development, psychological resilience support, employee motivation systems and talent management. It is concluded that an effective human capital management system will become one of the decisive factors in restoring labour potential, improving productivity, increasing innovation capacity and ensuring sustainable socio-economic development of Ukraine in the post-war period.

Keywords: human capital, personnel security, human resource management, workforce management, post-war recovery, labour market, human capital development, economic security, digitalization, talent management.