

Systematic understanding of a competitor, which provides benchmarking, helps to accurately assess the company's own position and thus interact effectively with the consumer. As a rule, innovations are born at system analysis of experience of many companies. Benchmarking as such system analysis generates new productive strategies of behavior of the subject of management in the market, allows the firm to make systematic innovative decisions, i.e. to be steadily competitive.

Result of the research: The methods described above fully allow to consider the underlying deficiencies in the management of the financial system of the commercial organization in order to eliminate them.

**T. Tsekalo**

**Т.А. Цекало**

БНТУ (Минск)

*Научный руководитель А.И. Сорокина*

## **HR DEPARTMENT AND RECENT CHANGES**

### **Отдел кадров и последние изменения**

Human Resources department plays a significant role in any company since all work starts exactly with this department. The main functions of HR employees are the responsibility for people recruitment to fill open positions in the company and administering redundancy, they conduct various workshops and trainings, organize all celebrations in the company and they should increase employees' motivation and initiative. Therefore, the major purpose of this study is to identify how the work methods of HR department have changed in our century.

Nowadays, senior managers pay great attention to the working conditions of people and their relationships within the company, because the company success and competitiveness depend on these factors. HR department characterizes such quality of the organization as caring and kindness. It is important to give emotional support to employees, help them feel safe and comfortable. This process consists of personal conversations, teamwork, any perks for different achievements and accomplishments, career advancement, but it concerns only employees' feelings. The work of Human Resources department also includes such cash payments, as financial assistance, insurance, multiple bonuses etc. Talking about perks, many organizations try to attract professional specialists by providing them with free snacks and drinks, paying for annual travel trips, holding corporate parties. Besides, there are massage chairs, video games, comfortable furniture, numerous sport

courts and gyms in offices to make workplace more disposing to work. Sometimes organizations motivate their people through university programs in order to develop their skills and knowledge, increase productivity and improve the quality of product or service that the company offers. Such approach to employees' behavior assumes various meetings with prominent and popular scientists, writers, professors, famous speakers. This process gives invaluable experience in different areas of business and develop every employee not only as professional, but also as individuality.

Workshops and trainings conducting by HR specialists affect the development of organization's employees too. Carrying out job analysis and psychological tests will help executives determine the relationships between staff, the reasons of existing disputes and other matters, awareness of technological changes, ability to face new challenges and opportunities. One of the most popular ways to encourage an employee is to pay for the entire business trip to which he should arrive. This method will lead to new acquaintances, exchange of experience and knowledge, change of scenery and improvement of communication skills.

As a result, the author would like to say that successful companies always follow the recent tendencies in order to build a powerful strategy and culture, because the economy is constantly changing, so it is vital to be able to cope with new issues.

### **References**

1. 6 ways the role of HR has dramatically changed [Electronic resource] // recruitee blog. — Mode of access: <https://recruitee.com/articles/role-of-hr>. — Date of access: 08.11.2022.
2. How HR has changed over the last 10 years — Employee engagement [Electronic resource] // TINYpulse. — Mode of access: <https://www.tinypulse.com/blog/how-hr-has-changed-over-the-last-10-years>. — Date of access: 08.11.2022.
3. Organizational change management: 7 strategies for HR department — Digital transformation [Electronic resource]. — Mode of access: <https://www.people-doc.com/blog/organizational-change-management-7-strategies-for-hr-departments>. — Date of access: 08.11.2022.