

Priority strategic directions formation of staff potential development of trading enterprises

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Research methodology: Methods of system analysis, sampling enquiry, comparative analysis, theoretical generalization, grouping, table procedure are applied for development of suggestions on the construction of choice matrix of optimal strategy of staff potential development of trading enterprises.

Findings: In the article methodical approaches of strategic staff management are investigated. The basic shortness of national theory of strategic staff management is proven. Directions are generalized and suggestions on the strategic choice of staff potential development of trading enterprises are proven, taking into account conception of life cycle. It provides validity of managerial decisions and considers the presence of certain correlation of factors which influence the level of staff potential development.

Academic novelty: Four main factors which determine strategy of staff potential development of enterprise are distinguished by the author: level of staff potential development, size of enterprise, development stage of staff potential, lifecycle phase of enterprise. On the basis of their use a two-dimensional matrix is offered by the author.

Practical significance: Proposed matrix as an diagnostics tool of strategic directions of staff potential development of enterprise can be used for a strategy ground of staff potential development of trading enterprise.