

Wang Yifan (*China*),
seeker of the second (master's) level of higher education
National Aviation University, Kyiv

Novak V.O.,
PhD in Economics, Professor of Management of Foreign Economic Activity of Enterprises
Department National Aviation University, Kyiv

OPTIMIZATION OF PERSONNEL MANAGEMENT MECHANISMS IN GINFON GROUP COMPANY

With the development of the knowledge economy, highly qualified personnel are becoming a key resource for maintaining the competitiveness of companies. Effective incentive mechanisms can enhance employee job satisfaction and loyalty, which, in turn, contributes to improving company productivity.

The study examined the use of quantitative analysis methods and in-depth interviews to assess the state of incentive mechanisms from 2019 to 2023 and their appeal to highly skilled personnel, using GINFON GROUP as a case study. The research revealed shortcomings in the company's salary structure, career advancement, and performance management. Specifically, these include limited forms of incentives, unclear career paths, and untimely feedback on work performance [1,2].

The following scientifically grounded measures were proposed to improve personnel management: first, the implementation of differentiated pay strategies that combine short-term (bonuses) and long-term incentives (stock options); second, the creation of a "two-tier" career advancement system, which includes expanding opportunities for training and promotion; and third, the use of multidimensional performance evaluation tools, such as 360-degree feedback and a balanced scorecard system, to improve the accuracy and timeliness of assessments [3,4]. These strategies will not only help attract highly skilled personnel but also reduce employee turnover and strengthen the overall competitiveness of the company.

Conclusions were drawn to provide empirical recommendations for Chinese companies regarding the optimization of incentive mechanisms. These recommendations may also be useful for other organizations.

References

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