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DEVELOPMENT OF HUMAN RESOURCE MANAGEMENT IN AN AGRICULTURAL ENTERPRISE

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Human resources management is an approach to personnel management, in which employees are considered as the property of the company in the competition, as human potential that needs to be motivated and developed in order to achieve the strategic goals of the organization [1]. Human resources management is associated with the dynamics of all aspects of the external environment of the company and requires an integrated approach. Human resources management covers all management decisions regarding the relationship between an organization and its employees. This means that the practice of personnel management is increasingly directly connected to business strategy. Therefore, human resources management has ultimate goal as to increase the effectiveness of the company and meet the requirements of employees.

In the agricultural sector of the economy, due to its specifics, the implementation of these processes is more reflected in the quality of life and human health. Therefore, the formation of a strategy for effective management of human resources in agriculture is an objective necessity and depends on a number of problems arising under the influence of factors of the internal and external environment of agricultural organizations that determine the formation of economic conditions for their solution.

Nowadays, problems of an economic and social nature have not been resolved in agriculture, which have led to the destruction of rural infrastructure and organizations, a reduction in their production potential and production size, and as a result, the outflow of the rural population and employees of organizations to other regions and fields of activity, unemployment and other negative consequences. Remuneration has ceased to fulfill the stimulating function of motivation for productive and efficient work [2]. There was a crisis of human resources, which influenced the formation of the conditions for the emergence of an economic and social crisis.

The main unsolved problems in the theory and practice of human resource management in agriculture are: the scientific justification and practical directions of the human resource management strategy; the mechanism of the impact of agricultural reforms on human resources and the rural population; insufficient use in practice of the labor potential of human resources and the formation of human capital due to the lack of guidelines; assessment and remuneration for the creative work of specialists; the mechanism of responsibility of managers for the results of activity management, including human resources, leading to the destruction of

enterprises, increased unemployment and outflow of the rural population; conditions for the real attraction and consolidation of young specialists in the agricultural sector of the economy; the formation of modern management [3].

The specifics of agriculture associated with the production of products, affecting the quality of life and the health of human resources, determines the need for conditions to ensure their conservation, efficient use and development, as well as the formation of staff motivation in efficient and productive work. These conditions include: the creation of economic conditions - the preservation, development and improvement of the quality of production and labor potential; the formation of effective motivation in effective work and increase its productivity; decent, timely and periodic material compensation of the organization's personnel, etc.

A strategy for the effective management of human resources in agriculture should be based on the development and increase of production efficiency, the rational use of resource potential and the optimal combination of industries, increase rural employment, cooperation of large and small forms of management, labor productivity management, motivation of labor and creative activities of staff.

The agricultural industry of Kazakhstan has always been measured as the basic part of the general economy. For the structure of the agricultural sector into the important sphere of the economy in Kazakhstan over the past decades, several programs for the development of the agro-industrial complex (AIC) have been developed, and ways of financing farmers have changed.

However, this sector of the country is not able to achieve impressive results. One of the main problems is in staffing. According to local executive bodies, about 80% of agribusiness entities are in dire need of specialists. It should be noted that annually a sufficient number of educational grants is allocated for training in agricultural specialties. However, in the end only half of the graduates of agricultural universities are employed in rural areas. Some of them work only formally, but in fact are engaged in other areas.

The problem of personnel in agriculture has always existed. The agro-industrial complex is the least attractive for potential employees. In addition, agricultural work entails significant losses in working conditions. Severe working conditions make it possible to look for alternative employment options [4].

There are several ways to solve above-mentioned problems. For example by suspending the outflow of rural youth and villagers into the city:

- the creation of training centers or universities in the villages
- creation by enterprises of their own training centers
- inclusion in the educational process of the required disciplines
- youth recruitment;

Also by providing maximum governmental support to young professionals:

- increase in wages to employees
- the provision of social packages
- the provision of various quotas
- the provision of housing
- the provision of health insurance

The human resources of the enterprise in modern conditions act as a competitive wealth of the company, which needs to be located, developed, motivated in order to achieve certain results in the market conditions. This requires further improvement of the human resources management system. At the same time, a human resources management system should be understood as a set of methods, procedures, and programs for influencing employees of the enterprise to maximize the use of their labor potential and achieve the goal of the enterprise. The main task of human resource management is the formation and development of the labor potential of the enterprise, its use with the greatest efficiency [5; 6].

Currently, the problem of staffing the agricultural sector is acute not only in Kazakhstan. The same problems, sometimes even more pronounced, exist in many countries: a lack of qualified specialists is observed all over the world. To resolve the issue, it is necessary to rethink and improve the system of agricultural education, training, distribution and remuneration of agricultural workers.

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