

MODERN APPROACHES TO HUMAN RESOURCE DEVELOPMENT AND MANAGEMENT

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Abstract

This article analyzes innovative and modern approaches to human resource management. The use of technologies and new methods in the management process is of great importance in increasing efficiency, fully utilizing the potential of employees, and achieving the strategic goals of organizations. The article examines modern trends in human resource management worldwide and highlights their advantages through statistical data. It also analyzes research conducted in this area and its results.

Keywords: Management, leader, employee, statistics, technology, resource, trend.

Introduction

Nowadays, human resource management has become one of the main strategic directions of enterprises and organizations. In the modern economy, human capital is considered a key factor in the success of an organization. Therefore, the use of innovative approaches to human resource management is becoming increasingly relevant. According to a study conducted by McKinsey & Company in 2023, the use of modern technologies allows you to increase employee productivity by an average of 25-30%. This article analyzes modern management approaches and their impact on economic efficiency.[1] The article draws conclusions based on advanced international experience and statistical data. Human resource management is one of the key factors in the success of modern organizations. In a competitive market environment, enterprises must rely on innovative approaches to effectively conduct their activities and ensure sustainable development. Human capital is not only the organization's employees, but also their knowledge, skills and motivation. Therefore, the development and improvement of human resources through modern management methods remains one of the most pressing issues today. Innovations create new opportunities in human resource management. For example, digital technologies are automating personnel selection and training processes, and modernizing employee performance evaluation and incentive systems. At the same time, psychological approaches and motivation theories are also gaining importance in increasing employee productivity.[2]

The study used statistical analysis, questionnaires, and comparative analysis of corporate governance models. Data published by the World Bank, Gartner, and Deloitte were used. For the study, data on human resource management processes in 50 international companies was collected between 2020 and 2023.[3]



Innovations and modern approaches in human resource management are a management system aimed at using advanced methods and technologies to develop and effectively use the human resources potential of organizations. The main tasks of human resource management are the selection and placement of employees, personnel development, increasing labor efficiency, and remuneration and incentives. AI-powered management systems have improved employee time management by 40%. According to Deloitte, automated HR systems have reduced human resource management costs by 20% annually.[2] According to a study by McKinsey, AI-powered analytics platforms have helped organizations increase decision-making accuracy by 25% and increase overall efficiency by 30%. Studies conducted by IBM show that the introduction of innovative learning platforms for employees increased employee skills by 30%. According to an analysis by Harvard Business Review, 78% of those who participated in virtual training programs designed to develop employees reported a significant increase in their productivity. Surveys have shown that 65% of employees noted that modern management approaches helped them increase their efficiency. According to the World Bank, companies that have implemented digital management systems have increased their annual revenue by an average of 18%. Of the 50 companies surveyed, 42 showed a 22% reduction in employee turnover as a result of innovative approaches. Based on this, the introduction of digital management systems and innovative approaches can help companies not only increase economic profits, but also improve employee productivity and reduce employee turnover. Such strategies can be a necessary factor for companies to achieve long-term success.[4]

Encouraging innovation can be supported by human resources efforts to foster a culture of innovation. When employees are given a voice to explore new ideas and discuss different perspectives objectively, they can feel empowered and supported, which encourages diversity and inclusion in the workplace. Once a healthy culture for innovation is achieved, human resources can facilitate collaboration with other departments to further drive innovation. This includes, but is not limited to, creating cross-functional projects with R&D, IT, and other departments.

Helps develop strategies for implementation. Human resource innovation can be a powerful methodology for creating a dynamic workplace. By using strategies and technologies, HR professionals can optimize their processes and create a more engaged workplace. Some of these tools include automation, data analytics, and various engagement platforms. However, innovation also comes with challenges such as the need for adequate resources and lack of employee buy-in.[5]

Innovative and modern approaches to human resource management are essential for increasing efficiency and strengthening competitiveness. The results of the study show that the widespread introduction of artificial intelligence and automation tools simplifies management processes and increases efficiency. Companies should actively use artificial intelligence and automation tools in human resource management. Modern training platforms and technologies should be introduced to improve employee skills. It is necessary to improve data analysis and decision-making processes through the digitalization of HR systems. When organizing employee development programs, it is necessary to pay attention to their individual needs. The use of artificial intelligence and data analysis tools for employee assessment and analysis is important



in the current global process. Innovations and modern approaches to human resource management are of great importance in increasing the efficiency of organizations, developing employee skills, and adapting to market requirements. This process serves to ensure the sustainable growth and competitiveness of the enterprise.

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