

## **ABSTRACT**

**Subject matter:** Development of the company's personnel management strategy (on the example of "RN – Stavropolneftegas" Ltd.)

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**Information about the sponsor organization:** Neftekumsk, 5, 50 years of Pioneriya Street, "Stavropolneftegas" Ltd".

**Topicality of the research:** Modern economic relations are characterized by the consideration of personnel as the main company's resource. It is explained by the fact that personnel mainly, if not entirely, determine the adoption of innovations, creation of new products and ways of their promotion at the market. The competitive position of the company and realization of its general strategy depend mainly on personnel. The development of the personnel management strategy and its further systematic realization allows modern companies to increase the efficiency in the use of its labor potential, and accordingly to realize the competitive advantages more properly that in the long-term perspective will become the factor of the economic development acceleration.

**Goal of the research:** The explanation of the theoretical approach to the development of the personnel management strategy in the oil producing company, oriented towards the realization of innovative changes in the long-term period as well as the development of practical recommendations of its adoption.

**Tasks of the research:**

1. To systemize the existing theoretical and methodical approaches to the development of the personnel management strategy in the system of company's strategies.

2. To examine the main stages and methods of the company's personnel management strategy.

3. To study the experience of the realization of the personnel strategic management in the "RN – Stavropolneftegas" Ltd.

4. To carry out an analysis of the content and measures of the personnel

strategic management in “RN – Stavropolneftegas” Ltd.

5. To base priority directions of the personnel management strategy in “RN – Stavropolneftegas” Ltd.

6. To work out the algorithm of formation and realization of the personnel management strategy in “RN – Stavropolneftegas” Ltd.

**Theoretical and practical significance:** Propositions stated in this work can be used in the process of the development of priority directions of the personnel management strategy in “RN – Stavropolneftegas” Ltd. and other companies of the oil and gas producing complex. The adoption of the developed suggestions will improve the efficiency of personnel work, create more comfortable workplace atmosphere in the company and harmonize the working process in whole.

**Results of the research:** The suggestion of the algorithm of the personnel management strategy formation that stipulates a serial-parallel fulfillment of the stages: formation of personnel conception; definition of the aims of work with personnel; collection of internal and external information; analysis and systematization of the collected information; development of the alternative options of personnel strategy; choice of the best one. Its distinctive characteristic is a systematic use of elements of basic personnel strategy development means (“top-down” and “bottom-up”).

**Recommendations:** The versatility of the given algorithm of the company’s personnel strategy development and the according organizational mechanism allows to use them broadly in the organizations of the oil and gas complex in different regions of Russia.