

FORMING OF PERSONNEL POTENTIAL IN THE AGROINDUSTRIAL COMPLEX

*Russia, Belgorod State National Research University
Efanova@bsu.edu.ru*

The article deals with studying of staff types in the agroindustrial complex. It is analyzed some problems of agricultural educational system.

At present time one of the most important problem in agroindustrial complex is understaffing of high managerial quality at agricultural sector of economy. Nowadays any enterprises or organization need to high qualified managerial staff to realize any kind of perspective projects, that's why one of priority way of agroindustrial complex development is to train the managerial staff for agricultural sector and to form managerial staff potential. It is possible to say that nowadays the agroindustrial complex is supplied with the managerial staff but the level of their quality is not equal to the level of agricultural development and as the result they cannot realize modern projects.

To study and discuss the problem of understaffing of high managerial quality at agricultural sector we need to understand the meaning of some categories such as 'staff', 'headmaster material', 'headmaster material of agroindustrial complex', 'personnel potential', 'managerial personnel potential', 'managerial personnel potential of agroindustrial complex'.

The concept 'staff' means the social-economical category which names the personal to work by contract. These are able-bodied population to have contracts with state, cooperative, private enterprises, firms, organizations, establishments. Such category characterizes the personal of enterprise or the economic sector in general. Saying the concept 'staff' we usually mean the high qualified staff who had diploma, work skills and operational experience in professional activity category [1, p 117].

Depending on the kind of labor activity and type of labor functions staff can be divided into five basic categories: labor, clerks, scientific brainpower, professional community, head staff. These five categories are united in one concept 'staff' on the basic criteria which consists in existence of special and professional training [2, p 11]. One of the structural staff elements is 'headmaster material'. This concept means a part of staff at the enterprise or at the organization to manage. The concept 'headmaster material' of agroindustrial complex means head staff, specialists and clerks who work in the agroindustrial complex as managers to attend to their duties of organizational-regulating powerful functions in the different structural parts of agroindustrial complex.

The concept 'personnel potential' has two interpretations in the scientific publication. Firstly, from the standpoint of quality this concept covers the unity of basic and professional knowledge of qualified workers. Secondly, from the

standpoint of quantity this concept covers the unity of all workers who can be in the lead of the agroindustrial complex management at the different levels. Consequently, the term 'managerial personnel potential' means not only the personal level of professional competence, knowledge, skills, ability of manager but not applied one's. Only the development of all enumerated resources or removal of disadvantages in professional level of staff by training can increase production efficiency. In the narrow meaning of the word the term 'staff potential of manager' means as paces of professional skills of management and increasing of modern standards of qualification [3, p 7]

The concept 'managerial personnel potential of agroindustrial complex' has two interpretations. Firstly, it is the social-economical category which characterizes the unity of general and professional knowledge and skills. Secondly this is the category of the same staff who can be managers in future. Different interpretations of this concept are the base of difficulties at the analysis of the process of forming of managerial staff potential in the agroindustrial complex.

This article deals with such problem. First of all we need to define the term 'the process of forming of managerial personnel potential'. This term means the unity of main rules of personnel policy, principle of laws at the economic sector, personnel technologies and procedures, organizational- managerial measures to ensure as the career of perspective managers as the development of their professional qualities [3, p 17]. So important condition of forming of managerial staff potential is lifelong agricultural education which consists of educational institutions, scientific organizations and enterprises of agroindustrial complex. The main base of headmaster material are educational institutions graduates and, first of all, Agricultural one's such as

Higher professional educational establishments (to have a Bachelor's degree, a master's degree),

- Professional educational colleges,
- Specialized forms in the Secondary schools

The main role in the training of personnel for agroindustrial complex is realized by Higher professional educational establishments because quality of training of personnel in such educational establishments has so high level. Higher professional training is realized by Higher educational establishments such as Universities, Academies, Institutes. The difference among them consists in its activities ways. Professional educational colleges train specialists of middle level [4, p 220]

The most important condition of personnel career is training at professional courses, periodic refresher courses, improvement of professional skills, retraining in the educational centers and at the seminars. Nowadays training of the staff has so important role and means the way to achieve great purposes such as a) achievement of higher level as labour productivity as the quality of work, b) training for realization new production plans, c) systematic refreshing of knowledge, d) improvement of professional culture, e) improvement of headmaster material's competence [5, p 222]. Training improves the professional competitive of

headmaster material so they become more competitive. It is so important to pay attention to competence as an integral personality-cognitive parameter of head manager. This parameter is based on a formed system of professional knowledge and skills and affective work [6, p 439]. The competence of a member of administrative staff includes his capacities which help him to realize his competence in practice by some acts in his work activity.

There are personality and professional capacities. The personality capacities include some parameters such as a) persistence and self-reliance, b) capacity to have an influence on employees and so on. The professional capacities include some parameters such as a) the level of professional education, b) professional knowledge and skills.

The competence of a member of administrative staff illustrates his professionalism. Professionalism is the most important parameter of headmaster material to identify their quality and capacity for adequate managerial decision-making. Professionalism is not native but an acquired parameter of personality capacities which is equal to professional requirements or is up to it [1, p 309]. A lot of factors influence the quality and professionalism of staff and, first of all, it is the level of basic professional education, then an unbroken record of service and improvement of professional skills.

Nowadays retraining of specialists and headmaster material is running in an agricultural educational system. During the retraining they get new data of scientific and technical progress, actual knowledge of market economy. Such knowledge is so important for their professional activity. It is so important to pay attention to the actual role of subsidiary professions such as management, marketing, accounting, banking which are needed for more effective realization of their basic professional functions [7, p 187]. The strategy of agroindustrial complex development needs an effective and professional headmaster material to act following a modern level of agroindustrial complex.

The forming process of personnel potential depends on the unity of factors and conditions. So important a factor of forming of personnel potential is staff policy. Staff policy in an agroindustrial complex means the official strategy to do the conditions for training of staff for agriculture, then their uninterrupted professional development which is the base of social and professional realization of each worker to give everybody a high life-level of country people [8, p 27]. The staff policy in an agroindustrial complex is the part of state staff policy which is realized following the specificity of economic sector. There are some important principles of state staff policy.

To the one hand this policy is realized by the state, to the other hand the enterprises are private. It provokes the problem of state influence for the private enterprise. To resolve this problem we need some methods of state influence which can be divided into two groups such as firstly administrative command system to be based on doing anything under compulsion and following state laws, secondly economical and market methods to be based on importance of economic interests and profits. There are some conditions to influence the forming of managerial personnel potential. Such as social-economical situation in the county and in the region and the state of agroindustrial complex.

To say the true the social-economical situation in the county is changed. The main causes of such changes are the transformation of state administrative system, forming of new economic space, approachability of national economy to foreign market, conversion to the economy of new type. The ancient economical system and professional development system were destroyed. It was reduced quantity of resources of 'recruitment phenomenon' of students. Human asset became worse. All these conditions show necessity in the development of special state policy in the system of headmaster material forming. The development of agriculture, improvement of technologies and methods of agricultural production, scale of agricultural production and agroindustrial integration all these factors are so important conditions to form necessity of agroindustrial complex into high quality headmaster material. Consequently to develop agroindustrial complex and to get high production results our country needs in high quality headmaster material who were educated by clear worked out program.

To sum up, the analyses of process of head manager potential forming consists in studying of some aspects such as managerial, economical, psychological, juridical, sociological, demographic ways. We concentrate our attention only on two ways such as sociological as psychological aspects of forming of personnel potential especially on managerial personnel potential.

We analyzed the process of forming and development of professional qualities of head manager. We discussed the conditions and factors of influence to such forming of personnel potential. The modern system of forming of managerial personnel potential especially managerial personnel potential of agroindustrial complex needs to be reconstructed. First of all some basic rules of staff policy must be changed. Some laws of economic sectors, staff technology and procedures, organizational-managerial acts must be changed to provide the professional development of headmaster material in agroindustrial complex.

REFERENCES

- 1 Guravlev, P V Personal, Slovar ponyatiy i opredeleniy / P V Guravlev, S A Kartashov, N K Mayssov, Yu G Onegov – M «Examen», 1999 – 512 p
- 2 Dolgushkin, N K Radri upravleniya APK Rossi sovremennoye sostoyaniye, formirovaniye i perspective razvitiya monografiya / N K Dolgushkin, V B Yakovlev, V G Novikov, N S Gegaman – M , 2001 – 118 p
- 3 Yakovlev, V B Kadrovij potencial rukovoditelej sel'skoho-zajstvenih predpriyatij monografiya / V B Yakovlev, V A Skirdonov, V G Novikov, V O Kovrigkin, N N Novikova – M , 2001 – 117 p
- 4 Averin, A N Socialnaya politika i podgotovka upravlencheskih kadrov Аверин, А N Averin – M , 2005 – P 280
- 5 Pogodina, G V Obyazatelnyj kurs profesionala kadrovoj raboty / G V Pogodina – Novosibirsk, 2009 – P 383
- 6 Romashov, O V Sociologiya i psihologiya upravleniya / O V Romashov, L O Romashov – M , 2002 – 512 p
- 7 Dolgushkin, N K Trudovoy potencial rosiyskogo sela sostoyaniye i perspektivy monografiya / N K Dolgushkin – M , 2004 – 312 p
- 8 Garnik B V Napravleniya sovershenstvovaniya gosudarstvennoj kadrovoj politiki v agropromishlennom komplekse AKD k e sc – M , 2007 – 27 p