

Yednak Valeriy<sup>1</sup> <https://orcid.org/0000-0003-0009-8805>

Yednak Dmytro<sup>1</sup> <https://orcid.org/0000-0002-0459-0701>

Yednak Galyna<sup>2</sup>

## **PECULIARITIES OF PERSONNEL MANAGEMENT IN THE FIELD OF PHYSICAL CULTURE AND SPORTS**

**<sup>1</sup> Ternopil Volodymyr Hnatiuk National Pedagogical University**  
**<sup>2</sup> Ternopil Regional Communal Institute of Postgraduate Pedagogical Education**

**Annotation** . The article discusses the theoretical foundations of personnel management in the field of physical education and sports, identifies the key components of the personnel management system.

**Keywords:** personnel management system, physical culture, sports

**Relevance.** Currently, sports and physical culture are increasingly penetrating people's lives, becoming an integral part of it, and the field of "Physical Culture and Sports" is developing dynamically. The efficiency of this industry largely depends on the use of modern management technologies, which is a prerequisite for the effective operation of organizations in this area, training of high-class athletes, increasing the level of physical activity and improving public health. In modern conditions, the heads of sports organizations are responsible not only for making standard management decisions and the quality of services, but also for the developed methods of personnel management, which will focus the activities of the workforce. Since all the goals of organizations, regardless of their form of ownership, are achieved with the help of qualified personnel, it is evidenced by the fact that human resources are the main factor in the management of organizations, including sports organizations. [2]

**The purpose of the study** is to examine the theoretical foundations of personnel management in the field of physical culture and sports.

**Research methods:** analysis, synthesis, generalization, and systematization of existing scientific data and personal experience.

**Research results.** Management is, first and foremost, about working with people, and their labor activity is the object of management influence. The world theory and practice show that the key components of the personnel management system are [1, 3]:

- - assessment of the organization's need for personnel;
- - marketing of the personnel, i.e., forming the image of the organization as an effective employer that cares about its employees in order to attract the most qualified personnel;
- - selection of candidates for vacancies using various methods of initial selection;
- - recruitment of the most suitable candidates through interviews using various methods;
- - providing conditions for staff development;
- - formation of organizational culture, i.e. values, rules of behavior in the team, etc;
- - creating a competent organizational structure;
- - creating employee motivation programs (using various tangible and intangible incentives);
- - conducting current control over the activities of the organization's personnel;
- - conducting personnel appraisals;
- - building an effective organization of staff work.

It should be noted that mass sports and high-performance sports are different areas of the sports industry in terms of HR management. Accordingly, the labor market and professional services of these forms of sports existence are also different. (Tab. 1)

Table 1

<b>Characteristics of personnel components</b>	<b>Mass sports</b>	<b>Sports of the highest achievements</b>	<b>Professional sports</b>
Personnel requirements	highly qualified personnel (teachers), medical staff	coaches, judges, managers, methodologists, doctors, sports lawyers	consultants, marketers, PR specialists, athletes' agents, management personnel, security specialists, doctors and other medical professionals
Level of remuneration	on the basis of a standard employment contract	high in relation to the level of salaries of representatives of other professions	competitive on the basis of an individual contract
Remuneration system	state settlement	regulatory control	contractual regulation

**Features of personnel management in the field of physical culture and sports**

Within the framework of mass sports, HR management functions are carried out on the basis of social and social significance and social integration, while in high-performance sports - on the principle of economic efficiency. The task of high-performance sports is to ensure achievement of the maximum possible result at the peak of psychophysical strength and concentration of athletes, i.e. to ensure victories

and records that can be used for advertising and commercial, club, corporate, and narrow group purposes. In mass sport, on the contrary, the system exists for the individual, focuses on the individual, not on his or her achievements in the name of the system. The tasks of mass sport are actually aimed at recreation, reproduction, health improvement and reproduction of the individual.

**Conclusion.** The highlighted features of personnel management for mass and high-performance sports can be used to formulate an effective personnel policy in various sports organizations, which will help to achieve the goal.

**References:**

1. Sochynska-Sibirtseva I.M., Methodical recommendations for the study of the discipline "Technologies of personnel management" for students of specialty 051 - "Economics", educational level "Master of Economics", educational and professional program "Personnel management and labor economics" // Compiled by: Sochynska-Sibirtseva I.M. - Kropyvnytskyi: CNTU, 2018. - 58 c. [Ukrainian].

2. Management of the sphere of physical education and sports: a textbook / Zhdanova O.M., Chekhovska L.Y. - Drohobych. Kolo: 2009. - 224c. [Ukrainian].

3. Hiatt JM ADKAR: Model for Change in Business , Government and our Community : How to Implement Successful Change in our Personal Lives i Professional Careers / JM Hiatt - Colorado : Prosci Research , 2006. - 148 p.