

SECTION 2. WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

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INSTITUTIONAL REFORMS AND ENSURING OF PERSONNEL DEVELOPMENT OF INTERNATIONAL ENTERPRISES IN THE CONTEXT OF EUROPEAN INTEGRATION

At the current stage the activity of Ukrainian enterprises is significantly influenced by the European integration process. Ukrainian industrial products are used in domestic and foreign markets, but maintaining its competitiveness requires the ability to adapt to changes in market conditions. The deepening of European integration processes in combination with open nature of the economy and large industry eksportooriyentovanisty Ukraine accompanied by increased competition in the domestic and foreign markets businesses. Under these conditions, the most important and vulnerable at the same time is responsible personnel. Tool personnel adaptation to unpredictable changes in highly dynamic enterprise environment in the context of European integration processes should be considered staff development. The study of the influence of the environment on the dynamics of institutional requirements for staff development enterprises in the context of ensuring competitiveness in a globalized economy require further study. The article is an analysis based on the new institutional theory influence the requirements of company personnel European integration as a factor in the enterprise environment. The dominant country in the social and technological structure as a system of social relations that arises on the basis of aggregate technology specific to a certain level of production and determines the competitiveness of the economy. The transition between Seal called modernization. The dynamics of modernization, community development direction determined by the type of political and economic institutions. Are effective inclusive economic institutions that attract the general

public, provide non-discriminatory access control and resource allocation allow fair competition and ensure the preservation of private property. Today one of the real possibilities for implementation in Ukraine inclusive institutions – is integration into the European Union, which is a community with open institutions, within which is valued and stimulated the development of business competencies of employees, provided the institutional mobility and physical mobility in the largest market in the world. The reform of economic institutions in Ukraine within the European integration by the European Union can provide an effective economy based on secondary modernization – the transition to a post-industrial social and technological structure. Accordingly, staff development company in these circumstances is subject to the conditions of post-industrial social and technological structure, emphasis on investment in human and sotsialnyykapital comparing to individuals; widespread use of information and communication technologies; continuous updating of knowledge and skills and abilities to develop communication and teamwork.

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