

FACTORS AFFECTING THE EFFICIENCY OF LABOR PRODUCTIVITY OF THE ENTERPRISE

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Introduction. The labour force represents the primary production force of society, comprising the able-bodied population of the country who are capable of engaging in socially beneficial activities, the production of material and spiritual goods and services. A salary is a form of remuneration paid to an employee in cash, contingent upon the quantity and quality of the work performed.

The efficient utilisation of labour resources is a significant economic concept, defined as the achievement of optimal outcomes with minimal expenditure on labour. This is evaluated in terms of partial results and the cost of labour.

The long-term viability of the organisation is contingent upon the availability of suitably qualified personnel and the efficiency of its labour resources. It is crucial for any organisation to consider the preservation of human capital, the enhancement of remuneration and social benefits for employees, and the simultaneous improvement of productivity and work efficiency. It is therefore crucial to identify potential reserves and growth factors, as well as to implement optimal planning and forecasting of labour costs and social insurance premiums, in order to ensure the efficiency of human resources.

The overall efficiency of an enterprise's production activity is contingent upon labour productivity. The management of the enterprise can use the obtained information to draw conclusions regarding the feasibility of introducing new machinery or the necessity of modifying production technology, as well as the potential for reducing or increasing the number of employees.

The evaluation of labour efficiency is contingent upon the assessment of labour productivity. An increase in labour productivity will result in a reduction in production costs.

Analysis of recent research and publications. A multitude of factors influence the value of an enterprise's labour productivity. These can be classified into two principal categories: objective and subjective. Furthermore, it is crucial to ascertain the specific category of labour productivity under consideration, in terms of its level. From a macro perspective, the objective factors influencing labour productivity are, at the micro level, classified as subjective.

The impact of labour productivity growth on subjective factors should be called factors in the sphere of activity of an individual entity (enterprise).

Objective factors of labour productivity should be called factors whose influence is beyond the scope of activity of an individual entity (enterprise).

To illustrate, the state of the legal framework constitutes an objective factor of labour productivity for each individual enterprise. However, at the national level, this factor is within the sphere of influence of the state. Consequently, at the macro level, it is a subjective factor. Conversely, there are labour productivity factors that are objective in relation to both the state and the enterprise. Such factors can be attributed to the international

level, including the level of globalisation of the world economy, the state of the monetary system, the level of labour mobility, and so forth [4].

At the micro-level (enterprise level), the following objective factors of labour productivity can be identified:

- state of the economy;
- the level of development of the mastered equipment and technology;
- requirements for product quality set by society;
- development of the legislative framework, natural and climatic conditions.

Here are the main objective factors that affect labour productivity:

1. Natural and climatic factors. The productivity of some businesses depends on weather conditions. For instance, bad weather conditions (rain, low temperatures) can reduce labour productivity.

2. Political environment. Its stability is conducive to the development of production and labour productivity.

3. The general economic situation of the company, the state and the world as a whole.

4. Changes in the production structure. For example, if one employee used to perform 2 or 3 operations, now a separate employee is involved in each operation, resulting in increased labour productivity.

5. Application of various technologies. This includes the introduction of not only new machinery and equipment, but also production methods and techniques.

6. Change of the management team. Not only productivity, but also product quality largely depends on the knowledge and skills of the manager.

7. Availability of additional incentives – bonuses, increased processing fees.

The most important factor affecting labor productivity is the volume of production. A large buyer has the opportunity to buy raw materials at a wholesale discount, more productive equipment is cheaper per production unit, and even heating a large workshop is cheaper than dozens of small ones in the same area. Labor productivity increases with the increase in production volume.

Consider the impact of objective factors on labour productivity.

1. The current state of the economy. In the event of an economic crisis, there is no potential for increasing labour productivity. This is due to a reduction in aggregate demand within the economy, which results in consumers being either unwilling or unable to purchase the products produced by commodity producers. It is not always feasible from an economic standpoint to enhance labour productivity, given the potential for overproduction.

2. The degree of advancement in engineering and technology within a given society. The advancement of technological processes is typically regarded as a pivotal competitive factor. The acquisition of the latest technical means and production technology should ensure an improvement in quality and a reduction in the labour intensity of the production of a product unit, thereby increasing labour productivity. Nevertheless, despite the enhanced quality of the product, consumers may be unable to purchase it at the new price point. For these reasons, it is necessary to evaluate the enterprise's position in price competition and assess the potential for increasing labour productivity through the acquisition of new equipment and technology.

3. The necessity for product quality in society. This set of objective labour productivity factors is closely related to the previous one. In some instances, it may not be financially viable for an enterprise to enhance product quality specifications, as this could impact the price point of the products in question. This could include the implementation of a certification system, personnel training, and other related expenses. Consequently, there is a possibility of reduced labour productivity as a consequence of the narrowing of demand for goods due to price competition and the concomitant increase in the requirements for the quality of the enterprise's product.

4. Development of the regulatory and legal framework. The objectives of state influence on labour productivity through the normative-legal framework are very diverse. One of these instruments is national standards, which are aimed at ensuring the safety and health of people, protecting the environment, stimulating the development of engineering and technology, and so on. The impact of standards on labour productivity can be multidirectional. For example, in order to achieve the goal of protecting people's health, the government may limit the growth of labour productivity by imposing certain requirements on the production technology of products. At the same time, in order to stimulate the innovative development of the enterprise through the use of new techniques and technologies, the state can grant certain concessions to the employees of the enterprise and thus help to increase labour productivity. Another way in which the state can influence labour productivity is through labour legislation. For example, in order to optimise labour intensity, the state determines the maximum duration of the working cycle.

5. Natural and climatic conditions. Thanks to the development of new technologies, the impact of natural and climatic factors on labour productivity has levelled off in some areas of economic activity. In a number of industries (mining, agriculture, tourism, etc.), their impact is significant. This impact is primarily related to the availability of raw materials or certain climatic conditions for production. For example, if the raw material base of production expands, the potential for increasing labour productivity increases.

Among the subjective factors of labour productivity, the main attention should be paid to entrepreneurial talent, professionalism (competence), financial capabilities of the owner of the enterprise and labour potential of the employees. Their impact on labour productivity will be described below.

The entrepreneurial talent of a business owner is the ability to make effective decisions related to production management and business operations, such as choosing a field of activity, introducing new products and technologies, entering new market segments, etc. It is believed that 20% of the population has entrepreneurial talent. This suggests that its availability is an important factor in increasing labour productivity.

Professionalism (competence) of the entrepreneur. If entrepreneurial talent is mainly a natural ability to manage a business properly, professionalism is formed on the basis of acquired skills based on the level of education and experience [6].

It should be emphasised that the presence of entrepreneurial talent and high professionalism is a prerequisite for increasing labour productivity through efficient production management in the enterprise, i.e., the implementation of planning, organisation, motivation and control functions. This is particularly important when considering labour productivity reserves.

Financial capabilities of the entrepreneur. It is impossible to increase labour productivity without an adequate raw material and material and technical base. In turn, meeting these conditions requires raising certain funds.

Labour potential of the company's employees. Labour productivity directly depends on labour intensity, i.e., the pace of work of the company's employees. The latter, in turn, depends on the labour potential of employees and the conditions for its realisation.

It is necessary to separate the components of employees' labour potential – psychophysiological, motivational and professional qualifications. Such classification is useful for the management of labour productivity resources and at the same time for the development of measures to increase it for a certain component of labour potential. For example, the assessment of the psychophysiological component of the employee's labour potential revealed its insufficient level. As a result, working conditions in the company can be improved, which will lead to a reduction in injuries and losses due to temporary loss of working capacity.

At the macro-level, objective factors of labour productivity include international factors, including foreign policy characteristics, trade, migration and currency relations.

The subjective factors of labour productivity at the macro-level are largely the same as the objective factors at the micro-level. They include the following:

- state of the economy,
- quantity and quality of human resources,
- technology and the level of technology development achieved,
- product quality requirements set by society,
- development of the legal framework, natural and climatic conditions.

As a result, labour productivity directly affects the cost of production, i.e., the financial results of the enterprise as a result of its activities.

Objectives of the article. The main purpose of the article is to identify and eliminate certain factors that affect the increase of labour productivity at enterprises.

The main material of the study. Assessment of an enterprise's labour resources and personnel management is a systematic, well-organised process aimed at improving the efficiency of managerial labour, protecting competition between management units, and adhering to the principles of social justice and remuneration.

The primary methodological approach to the analysis, assessment and personnel management of the enterprise's labour resources is based on the calculation of economic indicators. This is achieved through the use of indicators such as staff turnover, economic efficiency of management activities and average costs for staff recruitment.

The typical attrition rate for top managers is between zero and two percent. The rate for middle managers is found to be 8–10%. It is recommended that staff turnover among line workers should not exceed 20%. The standard turnover rate for skilled production workers and sales personnel is 20–30%, while for unskilled workers it is already 30–50%.

Another method employed by this group is the calculation of the employee turnover rate, which reflects the ratio of the total number of resignations to the average number of employees by month. The calculation of this indicator allows for the estimation of the level of staff turnover, as well as the estimation of the additional costs related to it. However, it provides the most general idea about the level of turnover and the amount of loss from turnover, or the amount of money saved as a result of its absence.

The principal advantage of quantitative methods is the capacity to derive a limited number of indicators that can be subjected to comparison with each other in terms of their dynamic characteristics. Nevertheless, the utilisation of quantitative methodologies results in the neglect of qualitative indicators, which are of significant importance for the assessment of human resources and personnel management. It is possible to complement quantitative research with qualitative methods. For instance, the response to learning is contingent upon the manner in which students pose questions. The advantages of this method are its simplicity and convenience of assessment, as well as the possibility of receiving feedback from students [8].

Human resources analysis is carried out to determine the strengths of the staff, identify resources that can be used to increase labour productivity, production and, as a result, the company's profit.

The purpose of the staff and salary efficiency analysis is to identify reserves and unused opportunities for efficient staff performance and to apply these opportunities in practice.

The main tasks of analysing the efficiency of labour resources use include the following:

- studying the staffing of the enterprise and its structural units in terms of quantitative and qualitative parameters;
- assessment of the volume, intensity and efficiency of labour resources in the organisation;
- analysis of data on the use of labour resources;
- identification of resources for more complete and efficient use of the company's personnel.

The contemporary socio-economic advancement of the nation necessitates the establishment of an effective personnel management system within the enterprise, a comprehensive evaluation of its operations, and the cultivation of human capital. A comprehensive examination of the number, composition, and structure of the personnel within the enterprise is essential. In this regard, personnel management assumes particular importance for enterprises structured in a manner that ensures the efficiency of the production process at the lowest cost. This objective can be facilitated by a comprehensive analysis of the personnel. Currently, personnel are classified as either labourers or servants, depending on the nature of their labour functions. The personnel are subdivided into two categories: main and assistant.

The labour productivity management system is a set of measures designed to analyse the factors that contribute to the increased productivity of an enterprise's employees. It also encompasses the measurement and evaluation of productivity, with the objective of preparing a work plan for the short and long term that takes into account the tasks set while conducting business. At this juncture, measures are being implemented to ensure the continuous monitoring of the implementation of the planned measures, with the objective of developing programs designed to encourage and stimulate the desired results in terms of increasing the labour productivity of the enterprise's employees. The labour productivity management system is divided into five blocks [7]:

1. In the labour productivity management mechanism, the first functional block includes the assessment and measurement of current indicators of the company's financial and economic activities. It analyses the market situation, assesses the position of products in the market, determines the quality of goods and services to improve their competitive characteristics, and plans the desired performance results.

Experts compare current (or projected) prices for similar products, planned profits and determine the desired amount and direction of cost reduction. It should be noted that the most effective way to reduce the cost of production is to increase the productivity of employees working at the enterprise.

2. The second block involves determining the necessary increase in labour productivity to reduce costs to a competitive level, identifying areas for increasing it, and planning measures to achieve the desired productivity.

3. The third block is the organisation of work to improve labour productivity; during this period, the planned measures are implemented and distributed among the centres of responsibility (places of execution).

4. The fourth block involves the development of an employee motivation system to increase productivity.

5. The fifth block consists of evaluating and monitoring the results of the measures taken to increase labour productivity in the company. At the same time, the control of the work performance should be carried out regularly. The final control is expressed in the assessment of the results of the activity and, with further

encouragement, in determining the degree of participation of certain employees in achieving the overall result. Managers should consider some points so that employees of the company do not waste time on unnecessary actions and objectively evaluate the goals set by the company. Efficiency and effectiveness of work should be checked regularly. This is the only way for the management to discover the weaknesses of the employees and successfully eliminate them. It is not enough to examine the results of the assessment of the quality of personnel work once. It is necessary to constantly improve the level of education and qualifications of employees and create favourable conditions for their work. Rewarding the best is a cornerstone of performance improvement.

The primary function of the workforce is to engage in technological processes that alter the intrinsic properties, external form, and internal structure of the labour object. The role of the support workforce is to maintain the equipment and workplaces in the tool, storage, and maintenance departments. Additionally, this category encompasses the small service personnel who are engaged in providing services that are not directly related to the core activity of the enterprise. These include room cleaners, cleaners, couriers, bus drivers transporting employees, industrial canteen workers, and so forth.

Employees perform administrative work to organise administrative, economic, procurement, legal, financial, accounting, management and other processes. Employees are mainly engaged in mental work and belong to the group of professional people. There are several subgroups:

- managers and their deputies;
- specialists;
- clerks, other employees engaged in office work, control, business services and accounting.

The disadvantages are a high degree of subjectivity, as well as the fact that students take the position of experts when filling out questionnaires, and responsibility for learning outcomes may depend on the teacher's reaction.

The group of methods for analysing the contribution to the implementation of the company's strategy includes the evaluation of "leading indicators" that reflect not only the final performance indicators, but also the measurement of leading indicators, with which it is possible to judge whether changes have occurred in the correct direction. This assessment enables the continual monitoring of the contribution of the personnel management service to the company's progress towards its intended goals. Nevertheless, the creation of leading indicators necessitates a meticulous examination, formulation, and translation of the company's developmental strategy by the organisation's senior management to the lower levels of the organisational structure.

Management value assessment is an expert evaluation based on the actions, decisions, and changes made by the client department based on the results of the work performed by the HR department, to what extent the result of a particular project stimulates decision-making [5].

Another method of assessment can be comparison. The main advantage of benchmarking is that it allows to measure results in a rather poorly measured area – human resource management. Benchmarking is a mechanism for comparing a company's performance with that of other, usually more successful, companies. However, it is difficult to find a company that is exactly the same or as close as possible to the benchmark company. One way to overcome this limitation is to abandon the direct comparison of individual indicators and move to a value comparison expressed through a system of key components (criteria), and then collect similar data from "best-in-class" companies.

One of the benchmarking methods, the Dave Ulrich model, which serves as an indicator of the speed of business processes, can be classified as a method of quality analysis. This enables the assessment of a significant indicator, namely the sensitivity of the work and the timeliness of the delivery of the service product. Nevertheless, the customer department's contribution to meeting the deadline for task completion, the timely provision of necessary materials, and their participation in the procedures, among other factors, must be considered. The principal benefit of this approach is the utilisation of an objective indicator for the assessment of the contribution of the personnel management service to the advancement of the company. One disadvantage of this approach is that in order to assess the speed of a particular business process, it is necessary to set up the process and speed indicators can be easily measured.

An additional evaluation option is the balanced scorecard (BSC), which, in conjunction with conventional systems, incorporates financial indicators as a principal criterion for performance assessment.

The balanced scorecard (BSC) is an organisational management system that enables the implementation of strategic plans through operational control and the management of strategy implementation based on key performance indicators.

Key features of the BSC-based management system: the system includes indicators related to all strategically important aspects of the business (at least four: finance, market, production, efficiency and development). Thus, a balanced scorecard should use measurable indicators in at least four areas:

- a financial area that takes into account the effectiveness of the company's activities in terms of return on invested capital;
- assessment of the usefulness of the company's goods and services from the point of view of end users;
- internal operational efficiency, assessing the effectiveness of the internal organisation of business processes;
- innovation and learning, i.e., the organisation's ability to perceive new ideas, its flexibility, and focus on continuous improvement.

Based on the above, it can be said that the main methodological approaches to the analysis, assessment of labour resources and personnel management of an enterprise include the following:

- calculation of economic indicators;
- calculation of employee turnover rate;
- comparison;
- David Ulrich model;
- balanced scorecard (BSC).

Considering labour resources as their ability to perform, it is necessary to characterise all factors that form this ability in order to achieve certain results and ensure the functioning of the system. For this purpose, it is necessary to analyse the amount of resources as well as the resulting (system) characteristics [9].

The level and quality of human resource development is determined by the overall ability of the enterprise's personnel to produce the maximum possible volume of goods and services demanded by the market, thus ensuring the high competitiveness of the enterprise.

In the new economic conditions, it is necessary to develop a system of parameters that better reflects the degree of use of labour resources, their potential and reveals their interrelationship. This system can be presented as a set of indicators reflecting the level of employment of the working population, the degree of development of labour resources and the efficiency of their use.

Existing approaches to analysing the use of labour resources usually include three analytical blocks:

- analysis of the number, composition, structure and movement of employees
- analysis of labour productivity;
- analysis of salaries.

The content and composition of the issues considered in the three blocks identified in economic analysis textbooks are traditional in nature. The general qualification of employees is characterised by the average tariff category, which is defined as a weighted average. The degree of complexity of work is defined as the weighted average of the category of work and the complexity of its performance.

One of the most common indicators of HR statistics is the gender structure of an organisation, i.e., the percentage of men and women. The most important indicator of human resources movement is staff turnover. Analysing and collecting information on staff turnover is of great importance [3].

The modern paradigm has made it impossible to calculate traditional indicators for assessing the use of working time, and there is a need to study labour leave.

It is shown that the use of the term "labour absenteeism" in the national literature is characterised by a high theoretical and methodological level and uncertainty. On the basis of analysis and generalisation of the existing domestic and foreign experience in assessment of working time, the article provides an interpretation of the concept of "absenteeism". A classification of types and a system of indicators for assessing unemployment are proposed.

Along with traditional factors of production, working time is one of the main economic resources required for the production of goods and services and contributes to the increase of competitiveness at all levels of management. The modern paradigm of assessing the use of working time has made it impossible to calculate traditional indicators for assessing working time and requires knowledge of absenteeism [1].

Absenteeism measurement, the basis of a professional approach to investing in labour efficiency, is intended to become the main incentive for finding and realising long-term competitive advantages of the working time resource in an organisation.

The standard formulas for calculating the attrition rate (A) are as follows:

$$A=DH/N*D=PH/P,$$

where *DH* is the number of working days lost over a certain period of time due to absence from work;

D is the number of working days;

N is the average number of employees;

PH is the total number of hours missed;

P is the total number of working hours on the schedule.

“The absenteeism rate is characterised by the percentage of productive time lost during a period due to employee absence”. The indicator has no generally accepted standards, but ideally it should be zero. Zero means that employees were engaged in their direct work during working hours and did not lose time to personal issues, and there were no sick days or absenteeism.

Staff turnover is characterised by the average number of newly hired and departing employees over a certain period of time. Thus, staff turnover is an indicator that independently characterises the dynamics of the labour force. The labour turnover rate is defined as the difference between the number of employees who left a given industrial enterprise and the number of employees who returned to that enterprise.

Conclusions. According to the authors, for more efficient use of labour potential, it is necessary to adhere to general principles in stimulating and encouraging, taking into account the level of development, features, as well as factors that can be used for correction and development. This requires, firstly, understanding the involvement, values and goals of employees and the organisation, secondly, the opportunity to demonstrate their abilities at work, thirdly, the use of leadership as the main motivational factor, and fourthly, it is necessary to reduce negative factors. These include low salaries, inadequate supervision, poor working conditions, etc.

When considering this aspect, some rules should be taken into account:

- the team should feel a sense of overall success (motivation in the course of work, praise from management, bonus payments);
- building trust within the team and management;
- belonging to the team should not cause anxiety;
- maintaining faith in the reality of the team’s goals;
- involvement of team members in common activities.

The application of the aforementioned principles and rules will result in a notable expansion of the potential for attracting highly qualified and educated personnel, thereby enabling the successful fulfilment of the tasks currently at hand and the attainment of the organisation’s overarching objectives. It is not necessary to implement the aforementioned incentives in isolation. It is permissible, and in certain instances obligatory, to alter the combination of these forms in accordance with the circumstances of implementation and the prevailing situation within the enterprise. It should be noted that motivation is not merely the act of encouraging others, but also entails a sense of responsibility. It is incumbent upon employers to inform their employees of the consequences that may result from the performance of their duties in an irresponsible or incompetent manner. Such an approach will foster a sense of self-discipline and facilitate the monitoring of employee conduct.

The provision of financial and moral encouragement to employees has been demonstrated to result in an increase in their productivity. Therefore, the enhancement of both productivity and quality of work is contingent upon the potential of the workforce. The formation and utilisation of such a system requires considerable effort and expertise, including the ability to engage in organisational and educational work with personnel, as well as the capacity to scientifically organise labour.

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JEL H21

Shirinov Bashar Habib oglu, PhD in Economics, Docent, Azerbaijan University of Architecture and Construction. **Valizade Fidan Mazahir**, Master Student, Azerbaijan University of Architecture and Construction. **Huseynov Jamil Zaur oglu**, Master Student, Azerbaijan University of Architecture and Construction. **Factors affecting the efficiency of labor productivity of the enterprise.**

The utilisation of contemporary market resources is solely intended to enhance profitability and competitiveness. The topic is of great relevance to the production process, as labour resources represent a significant factor in this area. Indeed, without such resources, any company activity is rendered impossible. The quality of the company's products is satisfactory, and the company is unable to function without a sufficient supply of spare products. It is more challenging to manage an actual enterprise than it is to manage physical and human capital and labour resources. Production elements and labour resources, despite physical illnesses, play a crucial role in improving product quality and maintaining resources in all parts of the company's production and business operations. The efficiency of the utilisation of energy resources derived from the labour system within the enterprise is reflected in fluctuations in labour productivity. The measurement of labour productivity serves as a general indicator of economic activity among various subjects within the modern economic landscape. This management approach presents a comprehensive representation of the case, encompassing its strengths and limitations. Labour productivity enables the drawing of conclusions regarding the performance of individual employees or the enterprise as a whole. In order to ascertain whether the consumption of food per unit of time is optimal and whether the ratio of the working employee to the enterprise's income is reasonable, it is necessary to develop food productivity. The term "labour productivity" can be applied at the individual, local or social level. The term "individual" denotes the labour productivity of an employee, whereas "local" signifies the average result for an enterprise or industry. The social measure is calculated on the basis of the entire employed population and is analogous to the ratio of the total number of jobs in the production of the gross product. Concurrently, the productivity of labour that has become materialised represents one of the driving forces behind effective labour productivity growth. Consequently, it serves as the foundation for the development strategy of its respective industry. Furthermore, productivity is defined as an integrative, multi-factorial concept that assesses the quality of products, the qualifications of personnel, the level of technology and the level of management, the socio-economic potential of marketing and management, the utilisation of creative and innovative factors as a tool (material and financial resources). In order to enhance labour productivity, it is essential to enhance personnel management, obtain information regarding forthcoming expenditure, recruit new personnel, devise compensation for dismissal, facilitate training and qualifications, and establish a bonus fund. The ultimate objective of predictive analysis is to enhance labour productivity. Productivity is the primary source of genuine economic growth and advancement. In order to maintain the standard of living of employees of competitive, including international, security organisations, it is essential to achieve a competitive level of productivity.

Keywords: enterprise, efficiency, labour productivity, factors, micro-level, financial capabilities, regulatory framework, labour potential, incentives, personnel, statistics.

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Шірінов Башар Хабіб огли, кандидат економічних наук, доцент, Азербайджанський архітектурно-будівельний університет. **Валізاده Фідан Мазахір**, магістр, Азербайджанський архітектурно-будівельний університет. **Гусейнов Джаміль Заур огли**, магістр, Азербайджанський архітектурно-будівельний університет. **Фактори, що впливають на ефективність використання трудових ресурсів підприємства.**

Ресурси сучасних ринкових продуктів можуть бути використані лише для підвищення їхньої прибутковості та конкурентоспроможності. Актуальність теми обумовлена тим, що трудові ресурси є важливим фактором у виробничому процесі і без них неможлива будь-яка діяльність підприємства. Якість продукції, яку продає компанія – хороша, і підприємство не може працювати без запасів продукції. Реальним підприємством складніше управляти, ніж фізичним і людським капіталом та трудовими ресурсами, ніж будь-яким

обладнанням. Елементи виробництва, трудові ресурси, незважаючи на фізичні захворювання, відіграють вирішальну роль у підвищенні якості продукції та підтримці ресурсів усіх ланок виробничо-господарської діяльності підприємства. Внесок виробничих елементів і трудових ресурсів у підвищення якості продукції та збереження виробничих і економічних ресурсів підприємства має першорядне значення, незважаючи на наявність фізичних проблем. Ефективність використання енергетичних ресурсів, отриманих від системи праці на підприємстві, відображається у коливаннях продуктивності праці. Вимірювання продуктивності праці слугує загальним індикатором економічної активності різних суб'єктів у сучасному економічному ландшафті. Цей управлінський підхід дає комплексне уявлення про ситуацію, що охоплює його сильні та слабкі сторони. Продуктивність праці дозволяє робити висновки про ефективність роботи окремих працівників або підприємства в цілому. Для того, щоб зрозуміти, чи є оптимальним споживання їжі за одиницю часу і чи є розумним співвідношення між заробітною платою працівника і доходом підприємства, необхідно розвивати продуктивність праці. Продуктивність праці може бути індивідуальною, локальною або суспільною. Індивідуальна показує продуктивність праці окремого працівника, локальна – середній результат по підприємству або галузі. Суспільна вимірюється в масштабі всього зайнятого населення і схожа на співвідношення загальної кількості робочих місць у виробництві валового продукту. Водночас продуктивність праці, яка стала свідомою, стає матеріальною. Це є однією з рушійних сил ефективного зростання продуктивності праці, а отже, основою стратегії розвитку пов'язаної з нею індустрії. Термін «продуктивність» також визначається як інтегративне та багатофакторне поняття. Він використовується для вимірювання якості продукції, кваліфікації персоналу, рівня технології та рівня менеджменту, соціально-економічного потенціалу маркетингу та менеджменту, використання творчих та інноваційних факторів як інструменту (включаючи матеріальні та фінансові ресурси). Для підвищення продуктивності праці необхідно покращити управління персоналом, отримати інформацію про майбутні витрати, найняти новий персонал, розробити компенсацію при звільненні, сприяти навчанню та підвищенню кваліфікації, а також створити фонд преміювання. Метою прогнозного аналізу є підвищення продуктивності праці. Для забезпечення конкурентоспроможного рівня життя співробітників, у тому числі міжнародних охоронних організацій, першочергово має бути відповідний рівень продуктивності.

Ключові слова: підприємство, ефективність, продуктивність праці, фактори, мікрорівень, фінансова спроможність, нормативно-правова база, трудовий потенціал, стимулювання, персонал, статистика.