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## **CURRENT TRENDS OF EMPLOYEE CAREER MANAGEMENT AT THE ENTERPRISE IN CRISIS CONDITIONS**

### *Summary*

During one of the most global crises in Ukraine - a full-scale war - all enterprises must work efficiently in the home front to preserve the country's economy. This is a difficult test for all Ukrainians, especially for managers who are faced with the task of keeping their staff, because it is they who act as an important factor in increasing the efficiency of operation and competitiveness of any enterprise. The economic crisis encourages the use of new approaches to personnel management, which can ensure the stable development of the enterprise. Career holds a specific place in ensuring the socio-economic efficiency of the company's personnel management, since effective personnel career management allows launching the mechanism of the company's success.

The article analyzes modern trends in the personnel career management of an organization or an enterprise. The key elements of work motivation are revealed, levels of career awareness of employees and methods of encouraging professional development of employees are determined. The purpose of the article is to study modern trends in the process of managing employees' careers. During the research, the methods of system analysis and the abstract-logical method were used to make theoretical generalizations and conclusions about the essence of the synergistic effect and the peculiarities of its evaluation. The article highlights the main trends of career management and its role in favoring the success of the company's personnel. The levels of career awareness were studied, which allows us to see the real perspectives of the team's career development. The

professional development of employees and their activity depend on the hierarchical structure of the organization. The authors proved that employees' satisfaction with their work, as a rule, increases when they understand that the employer is interested in their individual career development. Methods of encouraging career growth of employees, which can be material and moral, are also defined.

The authors offer a general algorithm, modern technologies for personnel career management, which can be used for management strategy of personnel and of a specific employee. Carrying out the theoretical justification makes it possible to analyze and find an effective mechanism for managing the business career of the company's employees.

*Keywords:* work motivation, career planning, modern technologies, activity.

*Number of sources – 7.*

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