

JEL Classification: A29, J24, I29, O32

DOI: <http://doi.org/10.34025/2310-8185-2024-1.93.06>

Serhii Kubitskyi, Candidate of Pedagogical Sciences, Professor,
<http://orcid.org/0000-0002-7691-8606>

National University of Life and Environmental Sciences of
Ukraine, Kyiv,

Yuliia Ursakii, Candidate of Economic Sciences,
Associate Professor,

<https://orcid.org/0000-0002-7793-7761>

Roman Mrozakevych, Master's degree student,
<https://orcid.org/0009-0005-5571-5366>

Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi

FEATURES OF USING LMS SYSTEMS FOR CORPORATE PERSONNEL TRAINING

Summary

The purpose of the article is to determine the specifics of using LMS systems in personnel training for further use in training programs of enterprises. The goals of the article are defined as follows: to characterize staff training as a factor in the company's competitiveness on the market and as an employer and to investigate peculiarities of LMS-systems of personnel training.

In the course of the research, there were used general scientific theoretical methods: system analysis in the part of studying the features of LMS as a system, deduction when determining the features of its application; generalization when forming conclusions about the conducted research. In addition, to visualize the results, a graphic method was used to highlight relationship between competitiveness of the staff and competitiveness of the enterprise.

The article highlights personnel as one of the factors of the enterprise's competitiveness in the target market and the labor market. In the context of the modern development of business structures in a globalized economy, personnel training becomes an important element. Highly qualified staff was determined as an important factor in the sustainable development of an enterprise of any size and its competitive advantage. The importance of personnel formation and retention due to the implementation of training systems has been determined. The capabilities of LMS systems in personnel development were studied and LMS systems that could be used in corporate training were selected. Peculiarities of using LMS systems in corporate training were studied.

As a result of the study, it was concluded that LMS-systems have gained special importance not only in the academic, but also in the corporate environment, enabling

remote and flexible learning, reducing training costs and promoting a culture of continuous learning and development. They can be especially valuable for training in large companies, increasing the competitiveness of staff by meeting training needs. Prospects for further research consist in the study of practical mechanisms for the implementation of these systems and their integration into the personnel management system, the motivational system and the company's development strategy.

Keywords: personnel training, LMS systems, training systems, personnel development, personnel management.

Number of sources – 14, number of tables – 1, number of drawings – 1.

References:

1. Nilsson, V. (2023). The crucial need to promote lifelong learning. OECD. URL: <https://www.oecd-forum.org/posts/the-crucial-need-to-promote-lifelong-learning> (Accessed 18.11.2023).
2. Leshchynskiy, V. (2021). Personnel innovations as a factor in increasing the competitiveness of the enterprise. *Ways to Improve Construction Efficiency*, № 2(47), pp. 25-32. DOI: [https://doi.org/10.32347/2707-501x.2021.47\(2\).25-32](https://doi.org/10.32347/2707-501x.2021.47(2).25-32)
3. Babiak, H., Illiash, I. (2019). Improvement of enterprise staff training system. *Rehionalni aspekty rozvytku produktyvnykh syl Ukrainy [Regional aspects of the development of productive forces of Ukraine]*, vol. 24. URL: <http://dspace.wunu.edu.ua/bitstream/316497/38301/1/Babiak.pdf> (Accessed 18.11.2023).
4. Ursakii, Yu.A., Kubitskiy, S.O. (2020). The role of the leader in motivating staff. *Visnyk Chernivets'koho torhovel'no-ekonomichnoho instytutu. Ekonomichni nauky [Bulletin of the Chernivtsi Trade and Economic Institute. Economic sciences]*, vol. I-II (77-78), pp. 325-338 (in Ukr.).
5. Herasymova, V., Sidorenko, V. (2019). Improvement of Personnel Management System as Condition of Enhancement of Competitiveness of the Enterprise. *Modern Economics*, №14, pp. 60-65. DOI: [https://doi.org/10.31521/modecon.V14\(2019\)-09](https://doi.org/10.31521/modecon.V14(2019)-09).
6. Zavyalova, E., Sokolov, D., Lisovskaya, A. (2020). Agile vs traditional project management approaches: Comparing human resource management architectures. *International Journal of Organizational Analysis*, № 28(5), pp.1095-1112. DOI: <https://doi.org/10.1108/IJOA-08-2019-1857>
7. Kahl, J., de Klerk S., Ogulin, R. (2022). Agile strategies for middle managers. *Management Decision*, №60(1), pp. 146-166. DOI: <https://doi.org/10.1108/MD-07-2020-0889>
8. Ng Syuan Xin, Abdul Samad Shibghatullah, Kasthuri A.P Subaramaniam, Mohd Helmy Abd Wahab (2021). A Systematic Review for Online Learning Management System. *J. Phys.: Conf. Ser.*, 1874 012030.
9. Rožman, M., Tominc, P., Štrukelj, T. (2023). Competitiveness Through Development of Strategic Talent Management and Agile Management Ecosystems. *Glob J Flex Syst Manag*, №24, pp. 373-393. DOI: <https://doi.org/10.1007/s40171-023-00344-1>
10. Leshchynskiy, V. (2021). Personnel innovations as a factor in increasing the competitiveness of the enterprise. *Ways to Improve Construction Efficiency*, №2(47), pp. 25-32. DOI: [https://doi.org/10.32347/2707-501x.2021.47\(2\).25-32](https://doi.org/10.32347/2707-501x.2021.47(2).25-32)
11. Vdovichen, A.A., Chichun, V.A., Polyanko, G.O (2020). Modern concepts of management and their application at enterprises. *Investytsii: praktyka ta dosvid [Investments: practice and experience]*, vol. 19-20, pp. 29-34 (in Ukr.).

12. Kapadia, V. (2023). The Role of an LMS in Corporate Training. *Gyrus*. URL: <https://www.gyrus.com/role-of-an-lms-in-corporate-training> (Accessed 18.11.2023).

13. Koroliuk, Y. (2020). Modeling of a Cooperative Distance Learning Environment: The Case of Optimal Size of Training Groups. *Advantsees in Tsomputer Stsientse for Engineering and Edutsation*. Springer International Publishing, vol. 2, pp. 637-647.

14. Haan, K. (2023). Best Learning Management Systems (LMS) of 2023. *Forbes*. URL: <https://www.forbes.com/advisor/business/best-learning-management-systems/> (Accessed 18.11.2023).