

Personal management's complex-economic research in modern business

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In the conditions of a market economy, developing business is crucially important. Therefore, an economic development of every country depends on the efficiency of doing business properly. The efficient, purposeful management of the staff depends mainly on the efficiency of the enterprises and, so, the improvement of the welfare of the population, the overall growth of the country's economy.

One of the reasons why businesses can be doing inefficiently is the low level of staff training, that is why they are unable to cope and solve the tasks and problems they face at a high professional level. To solve these problems, an effective human resource management system has to be built. Changing the pace of external conditions for the operation of entrepreneurial organizations is essentially beyond the pace of transformation of consciousness and the level of professionalism and competence of the leaders of the vast majority of enterprises. These shortcomings can be solved by upgrading the management system in enterprises, as well as introducing innovative management of management, which takes into account the historical

experience of management development, both professionally and technologically, and the level of developed market economies.

Personal management is a continuous process that involves making a decision in order to change the motivation of the staff, because of getting the maximum result in the development of the enterprise. In the modern conditions, the main goal of the relationship with the staff is to form a person who is characterized by high responsibility, stable mental state and high qualifications, who is directed to the effective work of the organization. The study of behavioral, motivational, and other factors that shape the work of personal in an enterprise, deepen knowledge of management methods, and form the main basis for development is a prerequisite for managing efficiency.

The research objectives and tasks are to study the characteristics of personal management in organizations and to create technology, mechanisms and procedures for the effective implementation of personal management functions.