

tunities in areas such as machine learning, artificial intelligence and remote working. Taking a closer look, this could include redesigned infrastructure, large-scale home appliances, or even scientific advances in rehabilitation [2].

**Conclusion.** Technological innovations introduced in modern business have become an integral part of a successful company. Businesses have new tools for development, productivity, and customer interaction that can be derived from cloud technology, internet technology, and VR/AR. But in order to provide training to employees and company infrastructure, investment is required to keep up with technological innovations.

#### REFERENCES

1. What is online business? [Electronic resource]. – Mode of access: <https://marketbusinessnews.com/financial-glossary/what-is-online-business/>. – Date of access: 23.03.2024.
2. Harvard Business Review: Technology & Innovation Articles [Electronic resource]. – Mode of access: <https://hbr.org/topic/technology-and-innovation>. – Date of access: 23.03.2024.

УДК 005.95

### **HUMAN RESOURCE DEVELOPMENT: MODERN APPROACHES TO PERSONNEL MANAGEMENT**

*О. А. Змитроченко, студент группы 10508120 ФММП БНТУ,  
научный руководитель – кан. пед. наук, Л. В. Соловьёва*

*Резюме – успешное управление персоналом играет важнейшую роль в повышении производительности и конкурентоспособности компании. Создавая благоприятные условия для работы, мотивируя сотрудников, предоставляя возможности для профессионального роста и следя за новыми тенденциями и инновациями в области управления персоналом, организации могут эффективно привлекать и удерживать лучшие кадры.*

*Resume – successful management of personnel plays a crucial role in enhancing productivity and fostering competitiveness within a company. By cultivating an environment conducive to work, motivating employees, providing opportunities for professional growth, and staying abreast of emerging trends and innovations in human resource management, organizations can effectively attract and retain top talent.*

**Introduction.** Human resource development is the most important aspect of the smooth operation of any business. Modern approaches to personnel management are aimed at creating a favorable and productive working environment that facilitates the full realization by employees of their potential. Let's consider the fundamental principles and trends of human resources development in modern business.

**Main part.** One of the key aspects of modern personnel management is the transition from the traditional hierarchical model system to more adaptive and flexible structures. The consequence of such a structure is increased autonomy and responsibility of employees, reduction of bureaucracy, development of collective decision-making and improvement of teamwork. Development of training system and development of staff abilities is another important aspect of personnel management. An important point is the investment of the company in the professional training of its employees, which contributes to the continuous growth and development of employees as professionals. It is necessary to remember the importance of developing a corporate culture and values. Firms that successfully manage human resources base relationships on mutual respect, support and trust, and this, in turn, contributes to increased staff motivation and productivity. Another equally useful direction is the integration of innovative technologies into human resource management. Improvement of HR processes, use of data analytics for making managerial decisions, creation and implementation of online platforms for communication and feedback with employees allows companies to manage employees more effectively.

**Conclusion.** It is important to note that the basic principles of a modern approach to HR management play a unique role in performance, ensuring success in today's business world and a firm's competitiveness in today's business world. Focusing on personnel development, building trusting relationships and using innovative technologies contribute to attracting, retaining and motivating qualified specialists, and this is the main condition for achieving the set goals and success in the market.

#### REFERENCES

1. Электронный учебно-методический комплекс по учебной дисциплине «Управление персоналом» для специальности 1-26 02 02 «Менеджмент (по направлениям)» [Электронный ресурс] / сост.: И. Н. Кандричина, Н. Г. Аснович. – Минск: БНТУ, 2019
2. Экономика и управление организацией: учебно-методический комплекс / Л. В. Кузина. – Минск: ИВЦ Минфина, 2021. – 196 с.

УДК 659

#### **ANALYSIS OF THE USE OF 3D VISUALIZATION TECHNOLOGY IN THE FURNITURE INDUSTRY OF THE REPUBLIC OF BELARUS**

*Г. Д. Искан, студент группы 10508120 ФММП БНТУ,  
научный руководитель, канд. пед. наук Л. В. Соловьёва*

*Резюме – в данной статье мы рассматриваем степень распространения и частоту использования технологий 3Д-дизайна в ведущих предприятиях мебельной сферы во всех областях Республики Беларусь.*