

пользования трудовых ресурсов применяется система обобщающих, частных и вспомогательных показателей производительности труда.

В результате анализа основных показателей использования трудовых ресурсов на ЧП «Машиностроительная компания «Витебские подъемники» можно сделать вывод, что эффективность использования персонала достаточно высока, организация уделяет достаточно внимания созданию комфортных условий на рабочих местах, повышению среднемесячной заработной платы. Однако на анализируемом предприятии продолжает сохраняться высокий процент сотрудников возрастной категории до 30 лет. Большинство работников данной возрастной категории – специалисты и рабочие. Сотрудники в возрасте до 30 лет часто не обладают достаточной квалификацией и опытом работы, вследствие чего может страдать успешность выполнения трудовых обязанностей.

Для повышения эффективности использования трудовых ресурсов на ЧП «Машиностроительная компания «Витебские подъемники» предлагается использование тренинговой системы обучения либо семинарские курсы, направленные на освоение теоретического и практического материала. Также конкурентным преимуществом может стать внедрение в работу предприятия программы **1С:ERP Управление предприятием**. В результате внедрения программы **1С:ERP Управление предприятием** реально достигнуть существенного экономического эффекта: сокращение трудозатрат в различных подразделениях на 30 %, ускорение получения управленческой отчетности в 3,8 раза, ускорение подготовки регламентированной отчетности в 2,8 раза.

UDC 331.5+004.89

## **ANALYSIS OF HUMAN RESOURCE MANAGEMENT TRENDS IN THE CONTEXT OF THE 4TH INDUSTRIAL REVOLUTION**

**GAO Ping, graduat student, Kalinouskaya I., Ph.D., Associate Professor**

*Vitebsk State Technological University,  
Vitebsk, Republic of Belarus*

In 2018, the World Economic Forum in Davos viewed the fourth industrial revolution and its impact on business and society as one of the world's most important perspectives. This revolution represents the development of technological progress, in which there is widespread digitalization and the introduction of a wide variety of the latest technologies, causing changes in production, business processes and society as a whole. Industry 4.0 implies a dramatic transformation of business, which causes many difficulties: the lack and shortage of digital skills in the workforce, their resistance to change, the need for long-term investment, a change in the business model and business culture, data security and privacy. Companies are already being forced to change along with the entire business environment. One important area is the transformation of human capital. At the same time, the labor market itself is changing: new professions are replacing old ones, the employment structure is changing, and there is a need for new skills and abilities. It is predicted that in the next 20 years there will be a wave of technological changes that will affect both producers and consumers. The introduction of robots, artificial intelligence, 3D-printing

and other components of the new industrial revolution will lead to a proliferation of skills in the use of digital devices and a demand for highly skilled technicians.

Many researchers raise concerns about the social consequences of the new industrial revolution [1]. Its particularity lies in large-scale automation, such as the possibility of machine interaction without human intervention at all levels, from simple production to managerial decision-making. Such features will inevitably lead to changes in the structure of employment. Employees engaged in monotonous and repetitive work will be the first to be out of work or forced to upgrade their skills, since it is simply profitable to automate it. It is believed that this will happen due to the introduction of robotics technology, artificial intelligence and standardization of tasks.

Specialists also believe that the labor market will change its structure, compensating for the drop in employment with the growth of demand for engineering, computer professions. The new industrial revolution will not replace people with machines, on the contrary, it is the competencies and abilities of people that are becoming a key resource, determining the competitive advantage of companies. New technologies define new requirements for workers and create demand for new skills. The new digital reality will require a different set of skills.

A PWC survey of more than 2,000 respondents from 26 countries found that about half of companies identify a lack of digital culture and a lack of relevant skills among employees as the main challenge on the road to digital transformation [2]. There are several important aspects to this: new technologies allow to create new products, services, to change the very approach to production, i.e. to create a competitive advantage; the availability of technological solutions already determines the company's place in the market; the effectiveness of introduction of the latest technologies depends on employees. Thus, according to researchers, in the future success of the company in the market will be determined by the quality of its employees, who should have the necessary competences.

#### REFERENCES

1. Labor market equilibrium: new tools for provision in the digitalization environment / A. Vankevich, I. Kalinouskaya, O. Zaitseva, A. Korabava // 3rd International scientific conference on new industrialization and digitalization (NID 2020). - E3S Web Conf. – Vol. 93. – 2021. – doi.org/10.1051/shsconf/20219303017.
2. Industry 4.0: Definition, Design Principles, Challenges, and the Future of Employment (2017) // Cleverism. URL: <https://www.cleverism.com/industry-4-0/>.