

The Role of PR Activity Technologies in Personnel Management

Zakirova Sayyora Abdulkhakovna

Head of the department Informatics and management National institute of fine art and design named after K.Behzod Uzbekistan, Tashkent

Yunusova Farzona Erkin kizi

4th year student of the National institute of fine art and design named after K.Behzod

Abstract: In today's society, rapid changes in the field of technology, PR activity and its techniques play a major role in the development of society. It helps to manage change successfully, organizations communicate themselves and strengthen their relationships with others. Therefore, in this thesis, we will learn to study important concepts on the topic of technology and PR activities and analyze the ways to achieve them. Human resource management is a modern topic of importance for every organization, and it shows the importance of strengthening its effectiveness and relations with employees. In this area, technology and PR activities can introduce themselves and help organizations to present themselves well.

Keywords: PR, technologies, organization, employees, resume, recruitment, targeting.

For organizations to successfully manage employees, technology and PR is to explore the possibilities of technology development and their mutual coordination. It aims to analyze how an organization should manage employees, how they should be approached, and how technology and PR activities can help engage employees. It tries to study the applications aimed at the development of organizations themselves and the expansion of their mutual relations through PR technologies. To solve this problem, it aims to learn the skills related to understanding and participating in the management of the main techniques of PR activities, such as the use of appropriate technologies, constant updating of advertising and promotion tools, strengthening the exchange of messages between organizations. To further develop the goal, personalization and effective targeting (personalization and effective targeting), attracting new employees (attracting new audiences), using the latest technologies (utilizing latest technologies), integration in the social network (integration in social media), results and high is to study innovative technologies such as results and key performance indicators.

PR-advertising technologies help in the creation of innovative solutions, how to support employees in organizations, how to direct them and strengthen mutual relations with them.

The main goal of HR management is to attract the best personnel for the successful implementation of the company's activities, to motivate them and ensure their development. For this, strategic HR management is important, as it helps in selecting, developing and managing personnel in line with the overall goals and vision of the enterprise.

Strategic HR management includes the selection of active and effective productive personnel for the enterprise, creation of mutually reliable and motivational links to them, investment and development that are fully consistent with the organization's goals. This form of management is carried out by developing, mastering, and recording the activities of personnel and establishing mutual relations with them. This contributes to the social and economic development of the organization.

Strategic HR management contributes to the advancement of innovation within the enterprise, the development of production processes, and the learning and application of new technologies by employees. This is done by attracting specialist personnel in a different field, providing them with

training opportunities, and developing strategies for the enterprise to absorb innovations. The management system, considering these processes, plays an important role in creating a quality strong team of the organization.

The main goal of strategic HR management is to effectively manage and develop the most important resource for the organization's current and future success - human resources. This includes attracting specialists in accordance with the goals and strategies of the enterprise, giving them a high level of motivation, ensuring their development, teaching good cooperation and contributing to the financial and economic development of the organization.

In the continuation of strategic HR management, it is important to attract, motivate and develop human resources in accordance with the new demands and needs of the organization, as well as study and implement collective mastery measures. In this case, it will be important to cooperate in the economic and social environment of the enterprise, to quickly adapt to the news and to pay attention to maintaining the high quality of service.

The concept of effective workforce engagement is a strategy used to be successful in human resource management. The following important points are used in this concept:

1. Selection and befriending: Ensuring general coordination and team building in selection of expert personnel in the latest fields of student care.
2. Adequate salary and benefits: Offering clear salary and fringe benefits to employees, increasing their motivation and keeping it simple.
3. Development opportunities: To provide opportunities for employees to develop themselves through education and experience.
4. Team atmosphere: Creating a comfortable and clear team atmosphere to increase friendship and cooperation with the employee.
5. Good governance: Support stakeholders, strengthen the governance system with transparency, and establish guidelines for reporting.

These concepts are of great importance in creating effective and motivated employees for the enterprise.

In continuation of the concept of labor force involvement:

6. Competency analysis: Communicating with employees, establishing a solid system for evaluating competence and determining their professional development directions.
7. Strengthening work performance: To encourage employees to work in comfort and simple practices, to support active work plans.
8. Presentation and critical advice: Establish open and encouraging dialogues to consult and support employees together.
9. Customer service: Creating effective relationships with employees, customers and other stakeholders, being able to respond to their demands and expectations.
10. Innovations and Innovations: Teaching and applying innovations in workforce recruitment, increasing creativity, adopting new approaches.
11. These processes help the enterprise to direct its employees to effective and creative work activities, cooperation, and the best use of human resources.
12. Fair management: Ensuring equal rights and opportunities for each worker, maintaining his financial and psychological satisfaction through a fair management system.

13. Social responsibility: To increase the motivation of employees and develop the social contribution of the organization by mastering corporate, social and environmental responsibility.
14. Cooperation among employees: Increase support and cooperation within the team, mutual delivery and team development.
15. Monitoring and evaluation: Establishing an effective monitoring system to monitor employee performance, evaluate results, and develop them.
16. Safety and Health: Ensuring the health and safety of employees, protecting them from work-related hazards and retaliation.

These steps are important to make the management of the enterprise effective and strong in the utilization of human resources. These practices provide additional strength to the growth and development of the organization.

A strategic approach to human resource management is based on three decisive principles. First: every manager, regardless of the position he holds, takes responsibility for managing human resources. Second: salaried employees are considered as a valuable asset of the company. Buildings and facilities or equipment, not the employees, is an important competitive advantage of the organization creates. Manpower management is the main factor in the formation of sustainable competitiveness. Third: human resource management should tend to integrate the strategy and goals of the organization into a whole. Today, managers face strategic tasks such as increasing global competitiveness, increasing the quality, productivity and level of customer service, and using electronic business technology. And these create the need for qualified personnel.

Human resource management has the following three main goals:

1. Attracting effective workforce;
2. Development of its capabilities;
3. Support an effective workforce.

Human resource managers must seek, develop, train, and retain the best employees, or even the best management concepts can fail. In addition, if employees feel unappreciated, they are usually less willing to put all their effort into the company's growth and often look for other jobs. That is why the participation of human resource management specialists in the development of the organization's competitive strategy is important. Human resource managers must be familiar with labor law and understand changes in labor relations. The direct contribution of human resource management to the results of activity is manifested in the fact that the realization of strategic goals depends on the organization's human assets, i.e. personnel. The need to maintain competitiveness requires the following three directions of changes in human resources management: increasing human capital, developing a global personnel strategy, and introducing information technologies.

Human capital is the economic efficiency of knowledge, experience, skills and abilities of personnel. Increasing human capital is carried out through the targeted application of strategies aimed at improving the skills of employees. This means selecting the most capable specialists, developing their knowledge and skills, providing opportunities for individual and professional development, and establishing incentives in the system of remuneration for work.

Another factor that organizations must adapt to today is global competition. From the point of view of human resources management, this creates a number of acute problems. Many companies are still faced with the challenge of developing effective policies and structures that can respond to globalization. The results of the survey of more than 200 managers revealed that the main task of human resources management is to train leaders and personnel for international activities. Firms in all

industries are emphasizing the growing need for global leaders, that is, people who not only have mature management skills, but are able to work in different countries and cultures.

Information technology helps to solve these and other problems. A personnel information system is an integrated computer system that provides information necessary for personnel decisions and planning. The basic function of this system is to automate the calculation of wages and various additional benefits. Such a system saves time and money, frees managers from trivial tasks, allows them to focus their efforts on strategic issues.

The first step in engaging an effective workforce is human resource planning. In this case, human resources managers and specialists calculate the need for new employees based on the available vacancies in the organization. The second step is to hold recruitment ceremonies and contact potential candidates. The third step is to select candidates who, according to the personnel manager, will bring more benefits to the organization, and finally, a new employee is hired.

Accordingly, the employer and the employee try to align their requirements, interests and values with each other. Motivating employees greatly affects their productivity. Therefore, one of the important tasks of managers is to direct motivation to achieve organizational goals. The study of motivation helps to understand what makes people work, what direction they move in, and why they move in that direction over time.

References:

1. Fayziyev, T., Zunnunova, U., & Zakirova, S. (2020). Academic and organizational aspects of entrepreneurship education in art universities of Uzbekistan. *Journal of critical reviews*, 7, 19.
2. Zakirova, S. A., & Zunnunova, U. G. (2021). Classification of Creative Industries in Uzbekistan. *Nveo-natural volatiles & essential oils journal| nveo*, 15296-15302.
3. Mukhamedov, U. S. (2021). Trends in the Emergence and Development of Styles in Web Design. *The American Journal of Interdisciplinary Innovations and Research*, 3(10), 21-24.
4. Мирзаюнусова З. И. Расулова М. Х. (2011). Роль образа исторической личности в воспитании гармонично развитой личности. МОЛОДЕЖЬ И НАУКА: РЕАЛЬНОСТЬ И БУДУЩЕЕ. Материалы IV Международной научно-практической конференции, 1, 572-573.
5. Расулов, И., & Хамдамова, М. (2020). Лексико-грамматическая характеристика адъективных фразеологизмов. *Иностранная филология: язык, литература, образование*, (1 (74)), 128-132.
6. Kiramidinovna, I. D., & Diyora, A. (2023). IMPORTANCE OF FORMATION AND DEVELOPMENT OF CREATIVITY SKILLS AMONG STUDENTS IN TEACHING GENERAL TECHNICAL SUBJECTS. *INTERNATIONAL JOURNAL OF SOCIAL SCIENCE & INTERDISCIPLINARY RESEARCH* ISSN: 2277-3630 Impact factor: 7.429, 12(03), 39-41.
7. Kiramidinovna, I. D., & Rustam, M. (2023). Talabalarni ijodiy qobiliyatlarini rivojlantirishda tizimli tahlil va qaror qabul qilish texnologiyalari: talabalarni ijodiy qobiliyatlarini rivojlantirishda tizimli tahlil va qaror qabul qilish texnologiyalari.
8. Kiramidinovna, I. D. (2023). Talabalarning ijodkorlik qobiliyatlarini rivojlantirish mexanizmini takomillashtirish texnologiyalari: talabalarning ijodkorlik qobiliyatlarini rivojlantirish mexanizmini takomillashtirish texnologiyalari: talabalarning ijodkorlik qobiliyatlarini rivojlantirish mexanizmini takomillashtirish texnologiyalari.
9. Эргашев А. М (2016). Аҳоли фаровонлигини таъминлашда оилавий тадбиркорликнинг ўрни ва аҳамияти Тежамкорликнинг концептуал асослари ва унинг ижтимоийиқтисодий шарт-шароитлари.2/174, 254.

10. Бабаева, Н. М. (2021). Роль государственного регулирования в развитии инвестиционной деятельности страховых компаний.
11. ХОДЖАЕВА, Д. Способы выражения обстоятельственной семантики во фразеологизмах. 11. Мухамедов, УС (2019). Технические средства для компьютерной графики. *Мухамедов, УС (2019). ТЕХНИЧЕСКИЕ СРЕДСТВА ДЛЯ КОМПЬЮТЕРНОЙ ГРАФИКИ. Мировая наука, (10), 135, 138.*
12. Shavkatovna, K. D., & Davlatjonovich, K. E. TEACHING SLOW LEARNERS IN RUSSIAN AND ENGLISH CLASSES.
13. Babayeva, N. M., & Gafurova, N. I. (2023). Relevance and importance of forming the economic and legal culture of future specialists. In *ICARHSE International Conference on Advance Research in Humanities, Sciences and Education AUSTRALIA, CONFERENCE* <https://confrencea.org> JULY15th.
14. Azizova, M. (2023). DEVELOPING OF READING STRATEGIES IN EFL CLASSES. *Академические исследования в современной науке, 2(19), 8-12.*
15. Moxinur, A. (2022). Toast" concept in different language system.
16. Azizova, M. (2022, October). Distinctive Features of Natural and Artificial Bilingualism. In " *ONLINE-CONFERENCES" PLATFORM* (pp. 150-151).