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New applications of competency models in human resource management

New trends in human resource management (HRM) require information systems to be compliant with fast-changing business requirements and tasks. The article presents the results of HRM tasks analysis through the prism of using the capabilities of information technologies to support actual HRM tools. New applications of such a tool as a competency model are discussed. The proposed decision-making support algorithm for planning activities in the field of personnel development, based on the use of a company's competency model, is described.

Keywords: human resource management, competency model, indicators of competency, personnel development, planning training

Introduction

Nowadays the significant changes in Human resource management (HRM) take place. The content of many HRM tasks is changing, the complexity is increasing, the priority of existing and new tasks is shifting. Among the sources of such changes are global economic trends, new business models, the complexity of business processes and changing requirements for employees, as well as the development of information systems and technologies.

The last aspect, in particular, the impact of information systems and technologies on HRM, is the subject of this study. The dual nature of such influence should be noted. On the one hand, information systems and technologies change the content of HRM tasks and lead to the emergence of new ones, and on the other – they form the basis for the development of new approaches and methods of solving HRM problems [6]. An

example of the task of HR-brand creation and maintenance illustrates this statement.

The increasing significance of this task is largely due to the development of social networks. Social media behavior for current and former employees can be damaging to an organization's reputation and its HR-brand if it isn't kept in check. According to the survey [18] conducted by the service SuperJob, 59% of companies already monitor their employees. 18% of employers categorically forbid to write negative comments about work, management, colleagues and 27% of employers generally block staff access to social networks from a work computer. However, employers can't influence on platforms for posting reviews such as "Pravda sotrudnikov" [16]. The only way to reduce the negative consequences of employees' actions in social networks is to develop a strong HR-brand, that requires the analysis of large amounts of heterogeneous data and the use of modern information systems and technologies.