

THE IMPORTANCE OF HUMAN RESOURCES IN ENTERPRISES

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***Abstract:** Human resources have an important position in every organization. The main goal of human resource management is to maximize the potential and creative capabilities of employees. Human resource management in all Organizations is a resource aimed at achieving a strategic goal. The concept of human resources management includes several important factors: hiring, firing, work leave, social leave, performance evaluation, job analysis, career planning nuances related to salary, attendance are necessary tasks related to HR. The purpose of this study is to provide information about the importance of human resources in enterprises and their basic functions. In human resources management, it is inevitable to achieve the goal with the right step forward in terms of HR planning and HR Strategy. Management of Human Resources; It is a process carried out by organizations to maximize the work of workers in accordance with the strategic objectives of the employer.*

***Keywords:** Human resource management, HR organization, HR planning*

INTRODUCTION

Human resources are one of the most important resources for every organization, which is a factor that leads to the formation and development of human capital in the enterprise. Human resources are planned according to the improvement of the person and the required quality indicators. In today's competitive business world, employees must be committed to achieving the company's overall goals and strive for productivity, including understanding human resource management (Marthalia, 2022, s. 700).

Human resource management in all Organizations is a resource aimed at achieving a strategic goal. The concept of human resources management includes several important factors: hiring, firing, work leave, social leave, performance evaluation, job analysis, career planning nuances related to salary, attendance are necessary tasks related to HR (Salasiah & others, 2023, s. 262).

1. About Human Resources

The academic aspect of human resources originated in the industrial age. Although manual labor was widespread in those days, later with the development of mechanization, it revealed its importance in human capital (Ömer, 2018, s. 125).

According to Sadullah as large enterprises develop in the world, as production becomes mass-produced, there will be a need for mature human capital. With this, Human resources will reveal their existence and labor force will be distributed with mechanization (Yıldırım, 2022, s. 2). Human resources are also important in increasing the economic and social power of organizations through their management effectiveness and productivity. Management in an

enterprise reveals the functions of human resources and paves the way for a change in the employer-employee relationship for the better by increasing the importance of personnel policy (Məhəmməd, 2019, s. 11).

Human Resource management ? It is a whole of systems that include providing new human resources, protecting and developing existing human resources for the organization of the organization's goal (ESKİCİ, 2014). Human resources have an important position in every organization because it is necessary to use the resources it has, including human resources, to achieve maximum organizational performance. The research aims to identify the role of human resources management in organizations (Erdem, 2007, s. 4).

The main functions of human resources are:

2. Planning Of Human Resources

According to Arslan's one of the first definitions of human resource planning was developed by E.B. Geisler in 1967. Geisler defines workforce planning as “the process of identifying, developing, supervising, and employing the right people, who will do the most useful work, in the right place, and in an economically efficient manner.” It is defined as “the process of identifying, developing, supervising, and employing the right people, who will do the most useful work, and who have the right qualifications.” (Arslan, 2012, s. 90).

Human resource planning, which involves correctly estimating how many employees are needed in the labor market using various technical and innovative indicators and correctly determining what kind of workforce is in demand, is a very important process in the formation of the workforce base as well as in employee recruitment planning (Okakın, 2008, s. 2)

3. Career Management

According to Kirel, another definition of career is in hierarchical organizations. It is "moving up the organizational ladder." In lean organizations, which are considered effective organizational structures today, career refers to the behaviors and attitudes that emerge as a result of work-related activities and acquired knowledge. According to this definition, employees can sometimes build successful careers by holding the same job and position without moving up (Bayrak and İrmiş 2000,s. 179).

Defining and properly managing career development depends on many factors. career should be understood not only as a continuous process while working in the workplace, but also in a digital career, even when starting a new business and building a general system or in a digitalized system.

Career management is the planning of career development activities to support the skills, interests, and competencies of the employee (Ölçer, 1997).

4. Performance and Motivation Management

Performance is the numerical or non-numerical results that emerge as a result of previously planned and intended activities. According to another definition, performance is the results that business employees achieve while performing their duties (Bakan, 2003, s. 109).

What does a motivated worker look like? They are pleasant when it comes to work, enjoy the difficulties of their work, avoid evil and are loyal to their neighbors. Their enthusiasm is a matter of course and affects the general mood and productivity of the commander. They

arrive at work on time, stay busy all day long, and don't look for excuses to leave work quickly. Motivated workers value their work with sincerity. Their motivation has a positive impact on other workers (Ölçer, 1997, s. 90).

Motivation is the psychological process that brings workers to action, makes them continue this process, and determines the direction and strength of the action they implement. This is what causes them to endure and apply their energy elsewhere. Essentially, workers are motivated by the jobs they see and the context of those jobs (Bayraktar, 2019-2020).

Employee performance cannot be separated from organizational performance. Therefore, employee performance and organizational performance must be measured together. It is not possible to achieve organizational performance by measuring individual employee performance alone. In units where a performance management system is not implemented, establishing an individual performance management system without establishing organizational performance management can prevent success (Uysal, 2015, s. 35).

Human resources within an organization should provide motivational methods and technical information in the workplace to increase employee performance and motivation (Eroğlu, 1999, s. 277).

5. Training and Development

In every enterprise, training, which is essential for the education and development of employees, is an important factor for the company, and development is directly related to the company's internal personnel policy (Singh, 2012, s. 275).

A comprehensive training and development program helps to assess the necessary knowledge, skills, competencies, and work relationships, as well as create an advantage in the fight (Niazi, 2011, s. 43). According to Yıldız “Personnel Training is the entirety of the growth that aims to separate people and what they create, to make positive contributions to their skills, product development, decision-making, behavior and attitude, understanding and perception, and to increase their knowledge and developments so that they can perform the operations they currently have or will have in the future in the business more effectively” (MERCİN, 2005, s. 133).

In today's age, with technological innovations and innovative developments, a new page is being opened in human resources and it is necessary to review and evaluate the qualified workforce that can continue in today's competition (Büyükyılmaz, 2013, s. 89).

6. Recruitment

When recruiting, it involves the process of searching for suitable candidates, providing applications and selecting them. Vacancy of positions in the workplace, increase in work to be done, and opening of different positions due to organizational change or other related requirements are the first initiatives that lead to the need to find new employees (Duygu ERARSLAN, 2013, s. 12). In today's organizations, many human resources functions such as recruitment, performance and training use communication technologies. In the recruitment process, applications such as digital e-performance management, e-learning and e-career management allow human resources departments to do their jobs in a shorter time. Another human resources function where organizations effectively use communication technologies is

recruitment. Communication technologies enable many recruiting experiences, such as online job postings, online interviews, and online tests (Öksüz, 2011, s. 268).

The recruitment specialist is an important actor who effectively carries out the recruitment process so that the business can achieve its goals and objectives. Therefore, determining the perceptions of recruiters towards the candidates during the recruitment process is important for recruiting the appropriate employee (MEMİŞ, 2022, s. 1).

7. Salary or Wage Management

The labor rights granted to employees in every workplace must be balanced so that the livelihood and financial interests of employees are ensured and that employees have a duty that creates incentives (Öztürk, 2010, s. 5). Wage concept; All activities for the creation of economic goods and services are called "production". The total of people in the labor force who participate in production with the labor factor and receive wage income in return forms the group of wage earners. The fee is; It is the value in kind or cash received by the labor force who adds mental and/or physical labor for the work performed (Öztürk, 2010, s. 5).

When the results of the wage survey are to be used in the wage structure of the enterprise, they should be organized according to the wage grades in the enterprise and should be compared according to key jobs or wage grades in the enterprise. These fees are the standards for determining grade wages will create. The starting wages of the ranks and their distribution to jobs will be spent through wage surveys (Erdem, 2007, s. 47).

CONCLUSIONS AND RECOMMENDATIONS

In this study, some basic concepts about human resources were mentioned. Human Resources is one of the important resources to be owned by the company and organization. One of the main functions of a workplace is human resources, called intellectual capital, which is an important input factor for organizations struggling to exist in intensely competitive environments. The role of human resources management throughout the organization is to create an environment that will increase the motivation and efficiency of employees and to provide the necessary policies and technical knowledge to protect and develop this environment. All organizations need to establish a correct human resource planning in order to achieve their goals. Therefore, when a qualified workforce is formed or when the correct performance evaluation is provided for them, the desired goal can be achieved. It provides the lead towards creating business superiority by combining organizational goals with the demands of employees.

Whether the state or the private sector, job analysis and business planning, human resources management and wage management should be the basis for the labor market within the legal framework.

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