

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

RIVNE STATE UNIVERSITY OF THE HUMANITIES

Faculty of Documentary Communications, Management, Technology and Physics

Department of Documentary Communications and Management

# **MASTER'S THESIS**

on the topic of:

**«Development of human potential in ensuring the  
efficiency of the enterprise»**

**Performed by:** applicant  
full-time student,  
specialty 073 «Management»  
field of knowledge 07 «Management  
and administration»  
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## SUMMARY

**Topic:** Development of human potential in ensuring the efficiency of the enterprise

**The qualification work consists** of 3 chapters, is presented on 96 pages of printed text, contains 13 tables, 11 figures and 47 references.

**Keywords:** human resources, human potential, the efficiency of the enterprise, state-owned enterprises.

**The object** of research is Qingtian Economic Development Zone Investment and Development Co., Ltd., a state-owned non-profit enterprise located at 389 Jiangbin Road, Youzhu Street, Qingtian County, Lishui City, Zhejiang Province, China. The company provides services such as site leveling and property management.

**The subject** of the study is to find ways to improve the efficiency of human resource management in state-owned enterprises in Qingtian County under the background of state-owned enterprise reform.

**The qualification work consists** of an introduction, 3 chapters, and conclusions.

**The introduction** contains a justification of the relevance of the chosen topic, a statement of the purpose and objectives of the study, a description of the object and subject of the study.

**The first chapter** reveals the theoretical foundations of human potential, human resource management, and human resource planning.

**The second chapter** analyses the organisational structure of the management of Qingtian Economic Development Zone Investment Development Co., Ltd., financial and economic performance indicators, features of human resource management, and revealing the quality of the company's human resource management.

**The third chapter** summarises the shortcomings in the quality management of human resource management at Qingtian Economic Development Zone Investment Development Co., Ltd., and suggests ways to eliminate them; the possible effectiveness of the proposed measures is presented.

**The conclusions** contain the author's recommendations, the implementation of which is aimed at improving the quality management of human resource management in Qingtian Economic Development Zone Investment Development Co., Ltd.,.

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