

## **ABSTRACT**

The urgency of the use of statistical surveys in different areas of the company's activity is caused by the increasing interest of business owners and managers to a comprehensive quantitative assessment of its effectiveness. An important component, however, is the assessment of the effectiveness of human resource management (HRM).

In the current conditions of global competition and unprecedented acceleration of technological progress, the company is constantly in the state of changes related to the improvement of manufactured products, the expansion of the range of services provided, the optimization of production and management processes, which in many respects depend and success. Managers are increasingly saying that HRM needs to be regularly measured and analyzed for changes in key HRM performance indicators, and their trends explored in order to achieve strategic business goals.

The purpose of the work is to develop a methodology for applying multivariate regression analysis to conduct a quantitative study of the effectiveness of human resource management.

The following tasks are solved in order to achieve this goal:

1) analysis of the functional tasks of personnel management and the main statistical indicators used in its work;

2) selection of indicators to evaluate the effectiveness of human resource management;

Approaches and methods for solving this problem using regression analysis have been developed. Using the developed models and methods allows to analyze and optimize the HRM strategy.

The materials of the work were published in the abstracts at the 3rd All-Ukrainian Scientific and Practical Conference of Young Scientists and Students "Information Systems and Technologies of Management" (ISTU-2019).