

IMPROVING THE USE OF INNOVATIVE PROCESSES IN HR MANAGEMENT IN TEXTILE ENTERPRISES

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DOI: 10.5958/2249-7137.2022.00739.X

ABSTRACT

In the article, special attention is paid to the conditions of modern globalization, the effectiveness of the market economy is directly related, first of all, to the personnel management system of the state and enterprises, the introduction of innovative forms of personnel management, with the funds spent on investments in human capital. In particular, extensive research is being conducted on the introduction of innovative methods of personnel management in the textile industry, the effective use of motivational methods to increase consumer purchasing activity, the development of electronic and mobile commerce and the creation of product brands.

KEYWORDS: *Innovation Process, Personnel, Industry, Innovative Management Methods.*

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