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Systematic approach to creative personnel management: effective way to innovation

The main trends in the field of creative personnel management and the value of innovative culture were the subject of the study. Creative staff and innovation culture are of particular importance due to the need of organization to increase competitive advantages through the development of its innovative potential. The purpose of the work was to analyze trends in the personnel management and study modern approaches to the management of creative personnel, providing the organization with growth, development and innovation. The results of the work: the concepts of creativity, innovation, competitive advantage, organization of an innovative type were investigated and specified, key trends in the HR sphere (in human resource management) were summarized, the roles of personnel managers were understood. The profile of employees of generation Z has been investigated, the logic of motives for the behavior of creative employees has been built. Characteristics of innovative culture based on reproduction of the startup culture values are given. Successful startups (creative teams) are able to optimally combine experimentation, risk and responsibility. It was concluded that the ability to think creatively is a universal human talent. Practical recommendations on HR analytics and the effectiveness of personnel decisions are presented, key directions of the strategy for managing the younger generation Z are specified, the motives for behavior of creative employees are investigated, characteristics of innovative culture that allow the organization built a creative environment are studied.

Keywords: *creativity, innovation, competitive advantage, innovation culture, creative staff, startup, HR manager.*

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Reference to the article

Salogub A. M. Systematic approach to creative personnel management: effective way to innovation // *Power and Administration in the East of Russia*. 2021. No. 2 (95). Pp. 103–113. DOI 10.22394/1818-4049-2021-95-2-103-113
