

CONDITIONS FOR THE EFFECTIVE MANAGEMENT OF HUMAN CAPITAL - THE TRENDS AND MECHANISMS OF POWER IN THE ORGANIZATION

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ABSTRACT

Currently, changes in the area of management of human resources (forced by technical, technological, organizational, economic and social development) concern two issues: the perception of a human being (in management) as a creator and creative performer of strategy, and the evaluation of the role of interpersonal relations by managers in the enterprise and its environment. It is also necessary to take into account individual human identity and the collective identity in the processes of interaction with the social environment in which people work. Because of modern information technologies, managers of companies can focus on the strategic needs of the company: managing of change, creating forecasts for there quirement of human resources and adapting (by the company and senior executives) to changing work conditions. In the framework of this study, the author wants to present several social aspects in the management of human resources. There has also been an attempt to extract the major determinants of effective human capital management in the era of modern technology.

Keywords: Management, human capital, organizational structure, development, technology.