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$$+ \times k \times (1 + \alpha)^{-1}, \quad (1)$$

(,) [7, .394].

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(; $\alpha -$; $k -$)

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95% [1].

(,) [8, .284-289].

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 balanced scorecard -
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6. , . : . . .

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UDC 331.34

Yadransky Dmytro Micolayovich, doctor of sociological sciences, candidate of economic sciences, doktorant of the Classic private university. **Using BSC in accounting personnel.** The article substantiates the need to define indicators to assess the human resources situation (labor efficiency) based on the logic model balanced scorecard. Proposed to create a strategic map of personnel development organizations to ensure the strategic requirements of the enterprise, for financial, marketing areas and areas of business processes of labor (based on a system of BSC). A model linking the elements of accounting and their impact on the nature of GSP.

Keywords: assessment, characterization, balanced scorecard (GSP), staff.

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22.10.2011 .