

Enhancing personnel management at TNG Investment and Trading Joint Stock Company, Song Cong 1 branch - Thai Nguyen

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Abstract: In the context of increasingly fierce competition, the problem of effective human resource management has become a decisive factor for business development. This topic aims to address this issue at TNG Investment and Trading Joint Stock Company, Song Cong 1 Branch - Thai Nguyen by applying scientific methods in human resource management, thereby building a human resource management system that optimizes labor productivity. The research method combines an analysis of the current situation and proposes solutions based on advanced management tools such as SWOT Analysis. The expected result is to improve work productivity while enhancing employee satisfaction, contributing to strengthening the company's competitiveness.

Keywords: Human resource management, TNG Company, SWOT Analysis, Labor productivity, Improving efficiency