

Черненко Д.С.

Национальный научный центр «Институт аграрной экономики»

ПОДХОДЫ К ТРАКТОВКЕ ПОНЯТИЯ «ИНВЕСТИЦИИ»

Аннотация

Инвестиции являются важнейшим инструментом формирования микро- и макроэкономических пропорций экономического роста. Наличие различных подходов к трактовке инвестиций в современной экономической литературе является свидетельством широты существенных черт этой сложной категории. В статье рассматриваются подходы к раскрытию сущности понятия «инвестиции». Предложено собственное видение этой дефиниции как комплексного вложения всех видов капитала в объекты предпринимательской и других видов деятельности в целях удовлетворения потребностей и достижения положительных результатов деятельности субъектов хозяйствования за счет получения экономического и социального эффекта. Рассмотрены противоречия во взглядах относительно трактовки капитала и инвестиций, возникавших в процессе развития общественно-экономических отношений и менялись с появлением новых экономических школ, учений и направлений в экономической теории.

Ключевые слова: инвестиции, капитал, сбережение, инвестиционная деятельность, инвестиционный процесс, инвестиционные проекты.

Chernenko D.S.

National Scientific Center «Institute of Agrarian Economy»

APPROACHES TO INTERPRETATION OF THE CONCEPT OF «INVESTMENT»

Summary

Investment is an important tool for micro- and macroeconomic proportions growth. Due to the different approaches to the treatment of investments in modern economic literature is evidence latitude essential features of this complex category. In the article the approaches to disclosure the term «investment». An own vision of this definition as a complex of all types of capital investment in business and other activities to meet the needs and achieve positive performance of businesses by gaining economic and social impact. Considers contradictions in the views regarding the interpretation and capital investment that occurred in the process of socio-economic relations and changing with the emergence of new economic schools, doctrines and trends in economic theory.

Keywords: investments, capital, economy, investment activity, investment process, investment projects and achievements of positive results of activity of subjects of menage, are due to the receipt of economic and social effect.

UDC 331.101

MODERN FEATURES OF BUSINESS MANAGEMENT SERVICE ENTERPRISES

Shaposhnykov K.S.

Kherson State University

The article describes the features of the modern enterprise management services. The author proves the importance of the development of this sector to the national Economy, global economy, development of human resources. The modern trends in management of the enterprises in this sphere were determined. Model Management service industries discussed in this article. The basic problem of the management of such enterprises and the ways of solving them were described.

Keywords: business, national economy, management, service industries, services.

Background and its connection with important scientific and practical tasks. One could argue that service is ultimately based on knowledge, and knowledge on the interaction between human and information resources. A significant phenomenon is, information resources exhibit a propensity to connect with each other especially when they are digitized. Evidence is manifested in the evolution of enterprise databases, peer-to-peer applications on the Internet, and the Web world itself. One would be tempted to liken the connection to the formation of galaxies, stars, and planets from the basic elements of the universe. The «gravitational pull» in the case of digital integration seems to be the utility of connection, or, the economy of scale of digital resources. Therefore, service seems to be poised to not only reap the benefits of Information Technology as manufacturing

does, but also to enjoy more economy of scale than manufacturing can, since the latter is constrained by physical materials when it comes to connection.

However, the service sector of the economy has long lagged behind manufacturing in productivity gains from computerization. This presents an unfortunate problem since our economy is in creasingly based on services. The root cause is commonly attributed, ironically, to the lack of economy of scale for service (co-)production. Its justification seems to rest on the difficulty of standardization of knowledge workers and out her production factors for services; as compared to what manufacturing has achieved since Industrial Revolution – e.g., standard parts, bills-of-materials, and machining processes.

However, standardization does not have to be the only mode that allows for large scale production. For

instance, we submit that connection gives scale and sharing yields economy. Therefore, services could possibly enjoy economy of scale by, e.g., exploring new modes of production.

Analysis of recent research study of the problem and determine the issues not resolved. In a general sense, many researchers (H. Assael [1], P. Doyle [2], B. Karlof [3], T. Levitt [4], V. Markova [5], J. Ordonez [6], J. Urbany [7]) believe that when service and manufacturing both rely on information technology for their production, then what happened to one due to IT should have a way to happen to the other. To explore this conviction, a common approach in the field is to identify the IT-enabled generic results of manufacturing enterprise engineering and apply them to service enterprises. Modifications and new results would then be figured out to accommodate the differences between these two genres. In addition, new thinking is possible and, perhaps, desirable.

In our view, these approaches while not conflicting, but not the result of a universal economic knowledge. **Purpose is to substantiating features modern enterprise management of services.**

Presentation of the main research, scientific substantiation of the author of the results. The market for services is in unity with the commodity market as one of its varieties, subject to the general laws of market economy [1-7]. In this market of services has a number of features, among which are such as high dynamism, territorial segmentation and local character, the high rate of turnover of capital due to the short production cycle, the predominance of the production of services for small and medium enterprises, especially the process of providing services related to personal contact producers and consumers, individuality and originality of services and technologies in many industries, the uncertainty of the result, in many cases the provision of services. In services, unlike in many other spheres of human activity are closely intertwined function of creating and implementing services, bound up in a single manufacturing process. In comparison, for example with industry, the service sector, as a rule, no outside mediators to implement its product. Services are brought to the consumers mostly individually.

The process associated with the service can be divided into two interrelated parts: a human service organization and organizing material production services [2]. Because the collar is designed to serve a specific person with his individual needs, the original and a prerequisite for the production of the material is in direct contact with the customer. In this regard, there is a need to study the demand for their advertising, collecting orders, according to your wishes. It is also necessary to agree with him during their performance, forms of service. It is important to create thus a maximum of convenience, comfort, proper ethics and culture, to take into account many other aspects of customer service organization. Because the collar is designed to serve a specific person with his individual needs, the original and a prerequisite for the production of the material is in direct contact with the customer. In this regard, there is a need to study the demand for their advertising, collecting orders, according to your wishes. It is also necessary to agree with him during their performance, forms of service. It is important to create thus a maximum of convenience, comfort, proper ethics and culture, to take into account many other aspects of customer service organization.

The success of management in the service sector depends on many factors related to the psychology

of customers, natural and climatic conditions of the region, people's living standards, national characteristics and traditions of the population, changes in the structure of demand, enterprise network services, transport communications. Service – the most visible side of service activities, which are often judged by the state of the service at all.

The ultimate task management of the enterprises in the service sector is to increase the total result of the activities of the employees of the contact zone and the production in the form of provision of services, satisfying the needs of the customer. Quality management depends largely on the efficiency of interaction processes of proper maintenance and material production services ensuring smooth functioning of the whole system [3].

System services, according to B. Karlof, similar to the system of production and distribution of industrial companies, although it is often presented in a very different form. System services, according to B. Karlof, similar to the system of production and distribution of industrial companies, although it is often presented in a very different form [3]. A service management system, according to H. Assael, similar to the control systems Goods [1].

However, there are a number of specific features of services that distinguish it from the sphere of material production: the unique features known to have services themselves (intangibility, heterogeneity is inseparable from the consumption of services).

Services are often opposed to production, although, according to P. Doyle [2], «friendly goods and services – more scientific abstraction. Most trade offers are various combinations of tangible and intangible elements». As Professor T. Levitt [4]: «service industries, as such, does not exist. Just in some sectors the share of services is higher than in others. Services provide everything». For example, most manufacturers offer customers along with the goods delivery services, repair and maintenance, insurance, consulting and training. Airline along with the carriage of passengers offering them lunch, drinks, magazines and newspapers. This opinion is shared by B. Karlof, which states [3]: «The concept of a company operating in the field of non-material production, should be used with some caution, since the production of many industrial products is accompanied by a currently providing a large range of services» Services are often opposed to production, although, according to P. Doyle [2], «friendly goods and services – more scientific abstraction. Most trade offers are various combinations of tangible and intangible elements». As Professor T. Levitt [4]: «service industries, as such, does not exist. Just in some sectors the share of services is higher than in others. Services provide everything». For example, most manufacturers offer customers along with the goods delivery services, repair and maintenance, insurance, consulting and training. Airline along with the carriage of passengers offering them lunch, drinks, magazines and newspapers. This opinion is shared by B. Karlof, which states: «The concept of a company operating in the field of non-material production, should be used with some caution, since the production of many industrial products is accompanied by a currently providing a large range of services» [3]. To resolve this apparent contradiction, refer to the classification of services offered by H. Assael, according to which all services are divided into services relating to goods, services based on the use of equipment and services based on human labor [1]:

1) characteristics of services are increasing and most pronounced with the transition from the first to the third group of services;

2) varied not only services, but also organizations that can they provide: public institutions (education, health, transport, information and other services), commercial organizations (banks, insurance companies, advertising agencies, etc.) as well as non-profit organizations (charitable giving, entertaining, educational and other services) varied not only services, but also organizations that can they provide: public institutions (education, health, transport, information and other services), commercial organizations (banks, insurance companies, advertising agencies, etc.) as well as non-profit organizations (charitable giving, entertaining, educational and other services);

3) services are not only the specialized industry and service sector companies, but also production plants (product delivery, repair and maintenance, insurance, consulting, and training and so forth.). As pointed out by P. Doyle [2], «many manufacturing firms are actually servicing companies. About half of the production costs related to the acquisition of services (eg, advertising, transportation, financial services). More and more employees of industrial firms engaged in designing, marketing, finance, after-sales service, rather than the production of goods»;

4) oriented services as individual consumers (for example, medical facilities, catering, public services), and to meet the needs of companies and other organizations (such as the provision of business services: engineering, accounting, auditing, legal, etc.);

5) There is a direct correlation between rising incomes and increased demand for various services, for example, allows to get rid of the routine duties (house cleaning, cooking, etc.) associated with leisure activities (arts, sports, recreation, etc.). There is a direct correlation between rising incomes and increased demand for various services, for example, allows to get rid of the routine duties (house cleaning, cooking, etc.) associated with leisure activities (arts, sports, recreation, etc.).

These features have an impact on the formation of a control system in service. These features have an impact on the formation of a control system in service. Model Management services offered by B. Karlof [3], considered by us below.

Model Management Service starts with a niche market (market segment) and then moving clockwise, leads to the concepts of «service concept», «service delivery system» and «image». The image is seen here as a tool of information that management can use to influence the staff, customers and suppliers of resources, the perception that the company and its prospects affect the position of firms in the market and cost-effectiveness. Culture and philosophy of the company are of paramount importance, with their help management monitors, maintains and develops the social process is carried out in the form of supply of services that benefit customers. Along with the organization of the delivery system and the elaboration of a realistic concept of services, culture and philosophy of the company are the most important factors in long-term effectiveness. It was part of the culture and philosophy of the company formed by the values and morale, underlying its viability and success.

When developing the system of services and, consequently, the management system must take into account a number of factors [3]:

- The location of the enterprise to provide services is mainly determined by the location of customers, and not by any other factors;
- The needs and desires of consumers usually go ahead for reasons of efficiency;
- Scheduling of work depends largely on consumers;

- The definition and measurement of quality of services is difficult;

- Workers must possess good communication skills with customers;

- Production capacity is usually calculated on the «peak» demand from consumers, rather than on an average level of demand;

- The efficiency of employees is difficult to measure, since the poor performance may be due to lack of demand from consumers rather than the poor performance of the employee;

- Large enterprises in the services sector are atypical (with the exception of airlines, banks);

- Marketing and production in the services sector is sometimes difficult to separate.

These differences make the management of services operations in the service sector, according to V.D. Markova, more difficult than in the industry, from the viewpoint of efficiency, and determine the specificity of a given sphere [5].

The main reason for the management features of the service sector is the nature of the services themselves. The process of provision of services is different from the production and sale of goods in many characteristics, which determine the presence of features of managerial activities in service organizations. Thus, the intangibility of services makes it difficult to demonstrate to consumers the intended result and the quality of services before their maintenance requires special attention managers not only to the process of customer service, but also to other factors that indirectly indicate the quality of services and have a much lower value in production fields: location and interior space, comfort and design of the equipment, the appearance and behavior of employees, the operating mode of the organization. Thus, the intangibility of services makes it difficult to demonstrate to consumers the intended result and the quality of services before their maintenance requires special attention managers not only to the process of customer service, but also to other factors that indirectly indicate the quality of services and have a much lower value in production fields: location and interior space, comfort and design of the equipment, the appearance and behavior of employees, the operating mode of the organization.

Heterogeneity service causes their standardization is difficult and sometimes impossible. Therefore, the traditional methods for the production of goods planning, motivation and control of employees, based on the use of standards and regulations are not always acceptable in servicing customers. A particularly complex and requires special approaches becomes control of the quality of services, since it depends not only on the material and labor factors in the organization, but also by a specific customer.

One of the main problems of management in the service sector creates inability to save services, which does not allow to quickly and easily respond to changing demand through the creation of reserves [6; 7]. This problem is less noticeable for services with relatively stable demand: cleaning, repair of audio, etc. However, services are characterized by the presence of peak demand during the day, week or season – transport, treatment, spa facilities, etc. Inability to save services leads to a sharp decline in the effectiveness of activity due to downtime of personnel and equipment during periods of falling demand and lost income during periods of peak that makes managers in making management decisions to seek ways to reduce the impact of this problem, use the methods of statistical surveys to help define the scope and the structure of demand for services. the differentiated client.

Since services can not be separated from their consumption, the managers of the organization are put specific problems related to the participation of consumers in the provision of services – training staff attentive, responsive to consumers; create favorable conditions not only for directly serve customers, but also for others, such as Sway waiting queue; building an effective control system, which allows to separate the results associated with the work of employees of the factors resulting from the features of the client. Many services are provided in the immediate presence of the consumer, so the chosen mode of operation of the organization should be useful for most customers. The degree of involvement of the client service process varies in different services from high (in health care, education) to low (in telecommunications). With this, in particular, the specificity associated management practices in the provision of various services.

Conclusions and prospects for further research. Thus, the main characteristics of services, management problems and their solutions can be summarized as follows:

1. Intangible. The main problems: the lack of goods; service is an act or experience; difficulties in providing reference materials: the provision of services associated with the risk for the customer; service can not be demonstrated: difficult differentiation proposals; the absence of the patent system: a free market entry for competitors. Response: promotion of the services of satisfied customers, recommended their friends and acquaintances, the definition of opinion leaders and encourage them to use the company's services; tangible development guidelines, indicating a high level of

service: the appearance of the premises, equipment, personnel, advertising the brand.

2. The inseparability of services and their consumption. The main problem: consumers are involved in the provision of services; involvement in the process of service user groups, the issue of control; Companies providing services, it is the staff; a distinctive feature of the service provider; difficulties with the expansion of service companies: the need to create networks. Response: training staff to communicate effectively with clients; availability of spaces that enable the simultaneous large groups of consumers; fast service; creating a network of offices.

3. Heterogeneity. Main problems: standardization of services is difficult, because their characteristics are largely determined by users; the problem of quality control services. Response: investing in the selection of staff, their motivation and training; Optimization of service; personalization.

4. Inability to save. Main problems: no inventory; low work efficiency; difficulties in establishing prices for services. Response: differential pricing; expectations of acceptable conditions; an increase in demand outside the peak periods; the use of pre-orders; switching to part-time work; redistribution of work; assistance from the customer; separation of services.

Features of management related to the main characteristics of the services, identify those key issues that confront the leaders of service companies. Of the variety of the problems listed above, the most important are those associated with the human factor plays a crucial role in the service industries, namely: quality management; achieving high performance; personnel Management.

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Шапошников К.С.

Херсонський державний університет

СУЧАСНІ ОСОБЛИВОСТІ УПРАВЛІННЯ ПІДПРИЄМСТВАМИ СФЕРИ ПОСЛУГ

Анотація

У статті описані сучасні особливості управління підприємствами сфери послуг. Автор доводить важливість розвитку цієї сфери для національної економіки, глобальної економіки, розвитку людських ресурсів. Окреслені сучасні тенденції менеджменту підприємств цієї сфери. Розглянуто модель управління підприємствами сфери послуг. Виокремлені основні проблеми управління такими підприємствами та визначені шляхи їх вирішення.

Ключові слова: бізнес, національна економіка, підприємства сфери послуг, сфера послуг, управління.

Шапошников К.С.

Херсонский государственный университет

СОВРЕМЕННЫЕ ОСОБЕННОСТИ УПРАВЛЕНИЯ ПРЕДПРИЯТИЯМИ СФЕРЫ УСЛУГ

Аннотация

В статье описаны современные особенности управления предприятиями сферы услуг. Автор доказывает важность развития этой сферы для национальной экономики, глобальной экономики, развития человеческих ресурсов. Указаны современные тенденции менеджмента предприятий этой сферы. Рассмотрена модель управления предприятиями сферы услуг. Выделены основные проблемы управления такими предприятиями и определены пути их решения.

Ключевые слова: бизнес, национальная экономика, предприятия сферы услуг, сфера услуг, управление.

УДК 339.138:005.33

СУЧАСНИЙ СТАН РОЗВИТКУ КОНЦЕПЦІЙ БРЕНДА ТА БРЕНДИНГА В РЕСТОРАННОМУ ГОСПОДАРСТВІ

Юрчак Е.В.

Київський національний торговельно-економічний університет

Узагальнені сучасні концептуальні підходи зарубіжних та вітчизняних дослідників до визначення сутності феномена «бренд» та методології управління ім («брендинга») з врахуванням специфіки галузі ресторанного господарства: а) бренд з позиції виробника товару/послуги – як обіцянка унікальної функціональності та корисності товару/послуги, раціональної (кількісної) і емоційної (якісної); б) бренд з позиції споживача – як комплекс вражень, які залишаються у покупця після придбання і використання товару, та є основою для наступної прихильності та лояльності споживача до брендovanого товару/послуги; в) бренд як результат професійного нейролінгвістичного програмування свідомості споживача – поява нав'язаних рефлексів прихильності та заглибленості в брендovanі товари/послуги, внутрішньої переконаності в суспільно-схвальному змісті життєвого існування в суспільстві споживання.

Ключові слова: бренд, брендинг, бренд-менеджмент, ідентичність бренда, імідж бренда, марочний капітал бренда, модель бренда, сила бренда, ідентифікатори бренда, асоціації бренда, проникнення бренда, лояльність до бренда, атрибути бренда, цінності бренда, позиціонування бренда, сприйняття бренда.

Постановка проблеми. Бренди в сучасній економіці – це глобальні комунікатори, що пов'язують продавців, товари та покупців, це емоційні індивідуальні образи товару (послуги) або компанії, які відображають їх унікальні риси й характеристики [12, с. 5]. Сьогодні маркетингологи під терміном «бренд» розуміють сукупність як матеріальних, так і нематеріальних категорій, що формують у споживача позитивний імідж товару (послуги) або компанії й непереборне бажання придбати товар з конкретним маркуванням, зробивши такий вибір з різноманіття пропозицій, не зважаючи на підвищену ціну брендovanого товару.

Концепції бренда та брендинга представлені на вітчизняному методологічному полі лише в вузько-спеціалізованих напрямках і в значній мірі лише в перекладній літературі як отрефлексований досвід закордонних практиків і дослідників. Відірваність закордонної літератури від української специфіки економіки перехідного періоду й соціальної ментальності, дуалістичність системних підходів до розкриття сутності бренда та брендингових комунікацій роблять можливість прикладного застосування накопичених знань малоєфективною та вимагають подальших досліджень методології ефективності впровадження бренда і брендинга на українських національних ринках.

Аналіз останніх досліджень і публікацій. Діалектика розвитку бренда як досить складного феномена маркетингу, доповненого маркетинговими інструментами керування, а також структурою й архітектурою портфеля брендів, описана в працях таких закордонних авторів, як: Д. Аакер, Р. Блат-

берг, Н. Борден, Т. Гед, Ж. Капферер, К. Келлер, П. Симкин, Т. Хейдинг, Д. Шульц і інших. Дослідженням в області практичного маркетингу й брендинга присвячена значна кількість робіт, у тому числі таких закордонних авторів, як: Л. Райс, Э. Райс, М. Хейг, Р. Клифтон, Д. Симмонз, М. Портер, Г. Армстронг, П. Дойль та інших.

На теренах СНД після переходу у 1991 році до ринкової економіки та по-яві конкуренції на споживчих ринках товарів і послуг склалися декілька маркетингових груп системних дослідників бренду, брендингу та бренд-менеджменту в Росії (С.А. Старов, В.Н. Домнин, М.О. Макашев, В. Перція, Ф.І. Шарков, І.В. Грошев, А.А. Краснослободцев, Карпова С.В., Н.Н. Олександров, А.В. Бадьин, В.В. Тамберг, А.М. Годин, І.Я. Рожков, В.Г. Кисмерешкин, Г.Л. Тульчинский) та в Україні (О.В. Зозульов (КІП), О.Л. Шевченко, А.А. Длигач (КНЕУ), Є.В. Ромат (КНТЕУ), Кендюхов О.В. (ДонУЕП)).

Російськими дослідниками Д.В. Соловйовою та С.В. Афанасьєвою (2012) виділені три еволюційні етапи формування терміну «бренд» й відповідні їм підходи в брендингу закордонних дослідників [3, с. 52]:

1) з початку 30-х рр. – до кінця 60-х рр. XX в. – класичний підхід (Котлер, 1991; Котлер, Келлер, 2010; Nilson, 2002; Ogilvy, Parker, 2012).

Сутність підходу – Бренд розглядається як продукт + невловима нематеріальна надбудова (почуття споживачів стосовно товару).

2) з кінця 60-х рр. – до кінця 90-х рр. XX в. – багатоаспектний підхід (Chernatony, McDonald, Wallace, 2010; Riley, 2010);