

**UDK 331.108.2. Vlasenko O., Iunusova E. The impact of personnel marketing on the image of cruise company.**

*The article presents the analysis of relationship between human resources and marketing which creates company's image looking specifically for cruise.*

*The purpose of this research is to show that considering and addressing the needs of internal customers (employees) and external ones (potential employees, customers for the goods and services) builds a positive image of the company as an employer and is a part of the idea of corporate social responsibility which gives the company more profits and greater competitiveness.*

*The implementation of the strategic objectives of the organization is very difficult, mainly due to the continuous progress and impact of objective market condition. Effective change management involves people, ideas, opportunities, needs, finance, and marketing. The vision, communication, creativity, teamwork and trust are equally important. Companies that want to survive and meet the demands of today's competitive world must change themselves from within. Some of them would prefer to do it through a gradual process of change. Personnel marketing as a manifestation of incremental changes in the approach to managing people in an organization takes into account the validity of the principles such as cooperation, moral values and the culture of the organization, in achieving business objectives. The advantage of emotional bonds over economic ones and the awareness of the employees' influence on the reputation of the company are characteristic for the concept of personnel marketing. These changes were accompanied by a simultaneous search for social justice in the business term.*

**Keywords:** personnel marketing, image, cruise company, work team.

**UDK 656.078. Shcherbyna V.V. Theoretical based of reengineering of logistic companies business-processes.**

*In the article the logistics function and operation are investigated, the features of the logistics companies business processes are described, goals and objectives of business process reengineering logistics companies are identified. The possibility of the use of business process reengineering in the logistics companies to improve their performance are reviewed.*

*In a globalized economy, most companies have focused their efforts on production, and functions for delivery transferred to other companies, this resulted in significant development of logistics companies. Along with 3PL-providers that provide customers comprehensive logistics service in the market of logistics services and there 4PL- 5PL-providers who perform functions related to integrated supply chain management.*

*Thus, to maintain its market position and competitiveness logistics companies every day solve a range of problems concerning the choice of the most efficient variant of delivery of goods, minimizing the cost of service delivery, organizing a full cycle of internal and external process of raw materials transportation, finished products to the end point of consumption, the organization handling material flows on their own or hired warehouses, control the level of stocks, customs clearance, cargo insurance, information logistics process.*

*Successful resolution of these problems is possible only through the use of modern management methods based on information technology. One of these methods is the reengineering of business processes.*

*Business process reengineering provides a holistic and systemic modeling and a radical reorganization of the material, financial and information flows, resulting in a simpler organizational*

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structure, redistributed and minimized use of various resources, reduced timing of customer needs, improving the quality of their service.

*In logistics reengineering business processes means a series of methods and means of logistics processes designed to radically improve the basic performance of the enterprise logistics through the integration of innovation in management, marketing and information technology to improve the efficiency of logistics management.*

*Implementation of business process reengineering must be economically justified, so it is important to assess its effectiveness. It is necessary to assess the effectiveness of reengineering for the enterprise as a whole, as a single project and the effectiveness of each business process reengineering.*

**Keywords:** process approach, business-process, reengineering business-processes, logistic companies.

**UDK 339.5. Korobkova O.M. Economic aspects of the operating system of the state regulation of broker customs activity.**

*The paper summarizes the theoretical principles of the customs brokering, to clarify the concept of «customs broker». Customs broker – a company which provides brokerage services in the interest of, or on behalf of another person for the implementation of customs formalities for the transition of goods and transport for commercial use through customs border of Ukraine.*

*In Ukraine distinguished main components of the regulatory influence of the state to the customs broker activity:*

- 1) the purpose of state regulation of customs broker activity;*
- 2) the principles of state regulation of customs broker activity;*
- 3) methods of state regulation of customs broker activity;*

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*4) instruments of state regulation of customs broker activity.*

*Solving the problem of inadequate customs broker activity will increase tax payments by enterprises in the State Budget of Ukraine, while providing guarantees for such payments. To improve the quality of customs brokerage services and the level of compliance with customs brokering international standards, we consider an important step in Ukraine's European integration.*

**Keywords:** customs broker, the mechanism of regulation of customs brokerage, the state budget.

**UDK 65.018. Navrozova Yu.O. The Comparative characteristics of international standards ISO 9011:2008 and ISO 9001:2015.**

*The ISO 9001:2015 standard is based on the following Seven principles of Quality management:*

- 1) Customer Focus;*
- 2) Leadership;*
- 3) Engagement of People;*
- 4) Process Approach;*
- 5) Improvement;*
- 6) Evidence-based Decision Making;*
- 7) Relationship Management.*

*The key changes in the standards are*

*1. It emphasizes on organization context and risk based thinking. The organization should understand their internal and external environments. Risk-based thinking is already part of the process approach, makes preventive action part of the routine.*

*2. There is no requirement of management representative.*

*3. The standard does not include a specific clause for «Preventive Actions».*

4. The terms «document» and «records» have been replaced with the term «documented information». Documented procedure in ISO 9001:2008 have been replaced by maintained documented information and Documented record in ISO 9001:2008 have been replaced by retained documented information.

5. In 2008 version of the standard the term «product» was used. This term also included services. This term has been changed to Product and Services

6. Outsourcing is now an external provision. The term «purchased product» has been replaced with «externally provided products and services». The term «supplier» has been replaced with «External provider».

7. The new standard does not make any reference to the exclusions which was for only for clause 7 in ISO 9001:2008, but in ISO 9001:2015 after proper justification any of the requirement of this international standards may not be included in the scope, provided it does not affect the organization's ability or responsibility to ensure the conformity of its product and services and the enhancement of customer satisfaction.

**Keywords:** quality standards, products and services, risk, outsourcing, quality management of port product and services.

**UDK658.821:656.614.3.073.14. Belous E.V., Tyshynska Y.V. Analysis of competitive environment in the strategic planning of transport and logistics companies.**

Strategic planning consists of several stages, such as the definition of the mission of the company, analysis and assessment of the environment, analysis and evaluation of the internal structure of the company, the formation of the goals and objectives of the operation, development and analysis of strategic alternatives, the choice of strategy. Thus, the assessment of the market situation is one

of the stages of the analysis of the external freight forwarding companies environment.

Based on the data from the research, the development of strategy for the company "ITC Group" will be based on the goal-joining the top-twenty list of leaders of the industry – in the first stage, the top five – as the further stage.

To achieve this goal the company must consider the following steps:

- Efficient organization of the inner workings of the company, implementation of new technologies for planning, setting targets and monitoring the process of achieving the outlined objectives;

- The organization of training in the areas in which the company has no significant experience through workshops, seminars, etc.

- Involvement of experts in rail transport;

- Review the effectiveness of the plan one's own car park.

**Keywords:** strategic planning, transport and logistics company, container transportation market.

**UDK 658.286:519.286. Postan M.Ya., Gutsul A.V. Method of economic foundation of creation of port terminal on the basis of storage theory.**

The article describes the method of economical substantiation of port's terminal creation or reconstruction, based on the queueing theory and storage theory. A port terminal is described as a multi-channel queueing system with the Poisson input of ships arriving the port for unloading of uniform cargo. Cargo is unloading with constant rate and comes at the warehouse, from where it is taken out by the surface type of transport with constant rate.

Description of functioning of the port terminal in the terms of these theories gives foundation to solve scientifically the following important tasks, such as:

1) to estimate quantitatively some indicators that characterize the efficiency of the service of vehicles (their average queue length to the docks, the level of use of different types of production capacities of the port, the average waiting time of transport, the beginning of treatment and time of loading / unloading;

2) to estimate the costs and the economic results of the activity of the port operator for a certain period.

A solution of these two problems should be made coordinated, because the value of economic indicators is directly dependent on the indicators, which are reflecting the efficiency of operation of the terminal.

For the case of the steady-state regime of terminal functioning a formula was derived for the term of recoupment of project at the specified investments. The cases of one and two berths are considered in details for that a formula for the mean storage level at the warehouse was derived. The necessary condition of existence of the steady-state regime of terminal functioning was derived. Proposed in the article approach may be used for the decision of analogical task in case of other types of points of transshipment.

**Keywords:** point of transshipment, the Poisson flow of ships, multi-channel, queueing system, surface transport, warehouse, steady-state regime, storage level.

**UDK 338.1:656.61. Syrbu N.V., Stolyarov G.P. The analysis of the structure of the container cargo in Ukraine and using of the terminal capacity.**

This article describes the container capacity of Ukrainian ports, loading capacity of the major container terminals, the level of their use and accordance to the value of cargo traffic. We analyzed the structure of container traffic for 2014/2015, including the range of goods carried in containers. Also, we considered the main

problems that affect negatively on the development of container transport of Ukraine.

The main direction in the technology and organization of transportation of goods by sea is a containerization of transportation process.

Ukraine has great potential for the development of container transport. The capacity of container terminals is more than 2 million TEU, but only 23 percent are used. This is a very low figure, so it is necessary to realise a lot of activities in order to attract freight flows, in particular, to attract transit cargoes. Currently this is a serious problem in Ukraine.

The main problems, which prevent development of container transportation in Ukraine include:

- The level of clearance of goods in containers by customs is not modern enough, and this affects negatively on the time of passage of goods through the port

- A significant level of export empty containers;

- Lack of transshipment in the ports to attract transit cargoes (a required condition for the development of transit transport is the existence of such a system, in which the transit cargo passing through the territory of Ukraine, does not feel any discomfort, time delays and the more direct financial losses);

- Unimproved and difficult system of tariffs;

- The insufficient depth to service large container ships.

**Keywords:** container, terminal, exports, imports, freight transport, the capacity.