

Глобалізаційні процеси : виклики та рішення : матеріали ІХ Міжнародної науково-практичної конференції (Одеса, МГУ, 12 листопада 2024 р.). 2024 р. 243 с.

У збірнику представлено матеріали учасників ІХ Міжнародної науково-практичної конференції «Глобалізаційні процеси : виклики та рішення», яка відбулася в Міжнародному гуманітарному університеті 12 листопада 2024 року.

Обговорювалися теоретичні та практичні питання актуальних глобалізаційних процесів в напрямках стратегічних і тактичних орієнтирів управлінських рішень в бізнес-середовищі, менеджменту бізнесу та соціальних інновацій, ринку готельно-ресторанних послуг: проблеми та перспективи розвитку, стратегічних напрямів розвитку перспективних видів туризму та інноваційних ресторанных технологій.

Матеріали публікуються в авторській редакції з незначною загальною правкою, відповідальність за зміст та достовірність досліджень несуть автори.

Науковий редактор:

Дишкантюк Оксана Володимирівна - кандидат технічних наук, доцент, доцент кафедри готельно-ресторанного та туристичного бізнесу, декан факультету Менеджменту, готельно-ресторанної справи та туризму Міжнародного гуманітарного університету, м. Одеса

Каламан Ольга Борисівна – доктор економічних наук, доцент, професор кафедри менеджменту Міжнародного гуманітарного університету, м. Одеса

СЕКЦІЯ 1
СТРАТЕГІЧНІ І ТАКТИЧНІ ОРІЄНТИРИ УПРАВЛІНСЬКИХ РІШЕНЬ В БІЗНЕС-СЕРЕДОВИЩІ

1. Dariusz Woźniak, Amadou Danlami, Olga Kalaman, Silvie Pfefferova, Tomas Bata, Walery Okulicz-Kozaryn USE OF ARTIFICIAL INTELLIGENCE TOOLS FOR STATISTICS OF STUDENTS' OPINIONS ON THE ARTIFICIAL INTELLIGENCE IN HIGHER EDUCATION	10
2. Арутюнян Рузана ФІНАНСОВА ЕКОНОМІКА В КОНТЕКСТІ ГЛОБАЛІЗАЦІЇ ТА ДЕГЛОБАЛІЗАЦІЇ	12
3. Деренська Яна, Резнік Наталія ПРОЄКТНІ РИЗИКИ: СУТНІСТЬ, ПІДХОДИ ДО ОЦІНЮВАННЯ	17
4. Лебедева Наталія, Мельщик Єлизавета СУЧАСНЕ ЛІДЕРСТВО В МЕНЕДЖМЕНТІ: ВИКЛИКИ, ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ РОЗВИТКУ	19
5. Левченко Сергій, Сілаков Кіріл ВИКОРИСТАННЯ ЕФЕКТУ СНОБА ДЛЯ ФОРМУВАННЯ СТРАТЕГІЇ РОЗВИТКУ ПАРФУМІВ	22
6. Шульган Олексій, Шеремет Олег ЗАСТОСУВАННЯ МЕТОДИКИ SYNEFINFRAMEWORK ДЛЯ ПРИЙНЯТТЯ РІШЕНЬ В УМОВАХ РИЗИКУ	23
7. Скопенко Наталія, Єршомін Микола ВПЛИВ СУБ'ЄКТИВНИХ ЧИННИКІВ ПРИ ПРИЙНЯТТІ ЕФЕКТИВНИХ УПРАВЛІНСЬКИХ РІШЕНЬ	26
8. Бей Ганна, Дідик Єлизавета ТРАДИЦІЙНІ ТА ІННОВАЦІЙНІ ПІДХОДИ ДО РОЗВИТКУ ПЕРСОНАЛУ ПІДПРИЄМСТВА	29
9. Lohinova Kateryna, Cai Xinwan ESSENCE OF THE CONCEPT OF "RECRUITMENT AND ADAPTATION PROCESS" AND ITS ROLE	32
10. Lohinova Kateryna, Huang Wei MODERN METHODS OF PRODUCT QUALITY MANAGEMENT	34
11. Кукса Юрій, Будько Оксана МЕТОДИ ТА ІНСТРУМЕНТИ УПРАВЛІННЯ ПІДПРИЄМСТВОМ В УМОВАХ РЕАЛІЗАЦІЇ СТРАТЕГІЇ СТАЛОГО РОЗВИТКУ	36
12. Карпенко Юлія, Гадевич Ксенія ОСНОВНІ МЕТОДИ ЯПОНСЬКОГО УПРАВЛІННЯ ВИРОБНИЦТВОМ	38
13. Момот Володимир, Сапін Володимир ЗРОСТАННЯ РІВНЯ ДИДЖИТАЛІЗАЦІЇ, ЯК ФАКТОР ВПЛИВУ НА СТРАТЕГІЮ ПІДПРИЄМСТВА	41
14. Буряк Михайло, Шиян Наталія АДАПТАЦІЯ УКРАЇНСЬКИХ ІТ ОРГАНІЗАЦІЙ ДО ЗМІН В УМОВАХ КРИЗИ: КАДРОВІ, ІНФРАСТРУКТУРНІ ТА ЕКОНОМІЧНІ СТРАТЕГІЇ	43
15. Ковтун Олександр, Каламан Ольга МОДЕЛЮВАННЯ ВИБОРУ ПІДХОДІВ ДЛЯ ОПТИМІЗАЦІЇ БІЗНЕС-ПРОЦЕСІВ В УМОВАХ НЕВИЗНАЧЕНОСТІ	47
16. Walery Okulicz-Kozaryn TWO VECTORS OF POLAND'S MOVEMENT IN THE WORLD MARKET OF SCIENTIFIC PRODUCTS	49

ESSENCE OF THE CONCEPT OF "RECRUITMENT AND ADAPTATION PROCESS" AND ITS ROLE

As globalization deepens, businesses face new challenges related to optimizing recruitment and adaptation processes. Enterprises cannot manage human resources in isolation, because they are part of the market. The competence of the employees and the competitiveness of the business largely depend on the quality of the recruitment and adaptation process. If the optimization of recruitment and adaptation process is incorporated into the enterprise management strategy, then the enterprise's human resource management will be more efficient and systematic.

Through the study of human resource management scholars, we can find that they have different views on this issue. Research on optimizing recruitment and adaptation processes has been incomplete to date, so the need to study them is highlighted and the main framework for this work is proposed. The work of foreign scientists has highlighted the issue of optimizing recruitment and adaptation processes. Such as Peter Drucker, Michael Porter, Gary Dessler and others. Despite a large number of publications, the importance and importance of international practices for optimizing recruitment and adaptation processes in conditions of rapid change, intense competition and diverse needs remains understudied.

The concept of Optimizing the Hiring and Fit Process (ORAP) was developed by Gary Dessler in 1980. It combines five main clauses [1]: 1. Optimizing recruitment originates from market demand. Businesses must create conditions and demonstrate real examples of optimized recruitment. 2. The enterprise should act as a two-way open system: on the one hand, taking into account market signals and talent needs, on the other hand, the operation of the public is open and transparent. 3. Recruitment costs must be carefully considered and calculated in terms of attributing them to recruitment costs or the legitimacy of providing certain talent. 4. Recruitment costs allocated by each job, skill or activity type are ultimately paid by the business. 5. The organization of the business is involved in solving the most important recruitment problems outside the scope of the day-to-day activities of these organizations.

Today, scientists and company managers have different views on the need to develop optimized recruitment and adaptation processes. The morphological analysis shown in Table 1 shows that scientists have slightly different views on what, where, and the nature of optimizing recruitment and adaptation processes. The discussion of enterprises optimizing recruitment and adaptation processes shows that over time, the focus is not on completely new approaches, but on attitudes towards strategy. Although there is a strong attention to detail and applicability in various fields of recruitment activity, this only explains and partially complements the classical definition of corporate recruitment. On the one hand, this confirms the self-regulating function of human resource system. However, this is far from a philosophical question, whether the idea of corporate recruitment really

depends on the size of the company (smes, international companies), the source of capital (private or public) and the cultural environment.

Therefore, corporate recruitment should be understood as a rational response of the organization to the conflicting expectation system of the talent market, which aims to promote the sustainable development of the company; It is the responsibility of those who make hiring decisions to those who participate in those decisions. The benefits companies derive from optimizing the recruitment process typically include: reduced recruitment costs, reduced brain drain, improved relationships with candidates, building and maintaining the employer brand, improved interpersonal relationships and employee productivity, and reduced training costs. A rather important motivating factor for businesses should be that the approach based on optimizing recruitment affects their human resources and economic metrics. Today, based on the results of numerous studies in the United States and the European Union, it has been proven that companies conducting effective recruitment have an economic benefit, namely [3]: increasing the talent pool and market share, strengthening the brand position, improving the image and increasing influence, motivating a wider range of opportunities, attracting and rewarding experts, attracting investment, reducing production costs, etc. In order for a company to conduct its recruitment activities in a way that meets market expectations, it must develop an action plan that is consistent with ethical, legal, market, environmental, commercial and public principles.

At the enterprise level, the principles of recruitment include Based on the model of constructing recruitment according to the open type, several specific principles of enterprise recruitment can be proposed, and the implementation of these principles should conform to the general principle system (Figure 1).

The above corporate recruitment has a general orientation and specific principles of activity that will form the basis for defining the complex values, objectives and tasks that carry it out at all levels of management. The company's recruitment activities are manifested in the implementation of various recruitment projects both internally and externally.

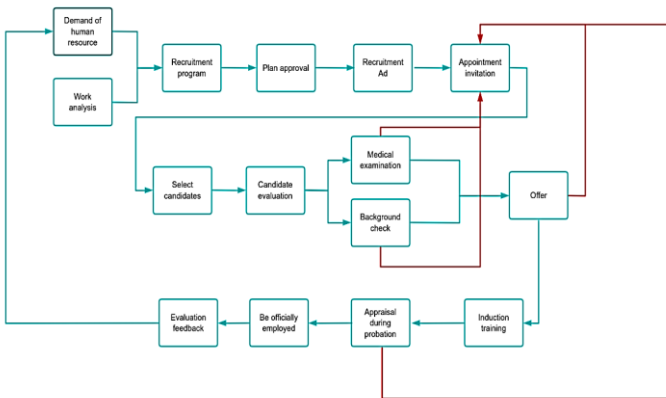


Fig. 1. Implement specific principles for recruitment at the enterprise level

Therefore, the company has the right to call itself recruitment optimization, that is, the company acts in accordance with recruitment principles and implements a set of

recruitment programs in priority areas [2]. Recruitment optimization is a complex category that involves various forms and types of existence. Through the above analysis, enterprises can better understand the importance of recruitment optimization and take appropriate measures to improve the efficiency and effectiveness of their recruitment process. This not only helps enterprises attract and retain outstanding talents, but also enhances the overall competitiveness and market position of enterprises.

References:

1. Huang Lipeng. Skill training improves the professional quality of new employees. *Human Resources*, 2024. (09). P. 24-25.
2. Nordstrom T .How To Stand Out And Create The Most Effective Talent Recruitment Process. *TWICE*, 2020. 35(6). P. 6-7.
3. Zhu Jianwen. Analysis on optimization of talent recruitment system of F Construction Company. *Anhui Architecture*, 2024. 31(07). P. 190-192.

UDC 339.1:658.6

Lohinova Kateryna

PhD, Associate professor of Department of Management, Business and Administration

Huang Wei, student

Simon Kuznets Kharkiv National University of Economics

MODERN METHODS OF PRODUCT QUALITY MANAGEMENT

In modern enterprise management practices, product quality management holds a crucial position. To ensure the continuous stability and improvement of product quality, businesses are constantly exploring and implementing advanced quality management methods. These methods focus not only on final product inspection but also emphasize process control, continuous improvement, and participation from all employees. Below, we will detail several product quality management methods widely used in modern enterprises, including Total Quality Management (TQM), Six Sigma, and Lean Production. Each method has its own characteristics, but they all share the common goal of enhancing product quality, strengthening enterprise competitiveness, and meeting or even exceeding customer expectations. By gaining a deep understanding and implementing these methods, enterprises can more effectively manage product quality, thus standing out in fierce market competition.

Total Quality Management (TQM) is a management philosophy dedicated to continuous improvement, enhancing customer satisfaction, and organizational performance. TQM emphasizes that every member of an organization is responsible for quality, and all activities should center around meeting customer needs. The core principles include continuous improvement, employee involvement, customer focus, and fact-based decision-making.

Within the TQM framework, businesses focus not only on the final quality of the product but also on every step in the production process to ensure that everything from raw material procurement to product delivery meets the highest standards. The implementation of TQM typically includes several key steps: 1. Define Quality Policy and Objectives:

**ГЛОБАЛІЗАЦІЙНІ ПРОЦЕСИ :
ВИКЛИКИ ТА РІШЕННЯ**

**МАТЕРІАЛИ
ІХ МІЖНАРОДНОЇ НАУКОВО-ПРАКТИЧНОЇ
КОНФЕРЕНЦІЇ**

12 листопада 2024 р.

**Міжнародний гуманітарний університет
(Одеса)**

Підписано до друку 19.11.2024 р.
Папір офсетний. Гарнітура Times New Roman. Умов.-друк. арк. 16,63.