

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ
СЕМЕНА КУЗНЕЦЯ



ТЕЗИ ДОПОВІДЕЙ
Всеукраїнська науково-практична конференція
«Сучасні тенденції та розвиток соціально-
економічних систем»

4 грудня 2024 р.
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Матеріали Всеукраїнської науково-практичної конференції «Сучасні тенденції та розвиток соціально-економічних систем»: тези доповідей, 4 грудня 2024 р. – Харків: Харківський національний економічний університет імені Семена Кузнеця, 2024.

Наведені тези пленарних та секційних доповідей за теоретичними та практичними результатами наукових досліджень і розробок. Представлені результати теоретичних і практичних досліджень у галузі економіки, управління, підприємництва, готельно-ресторанного та туристичного бізнесу, публічного управління, фінансової системи та облікових практик, а також правничих наук.

Відповідальний за випуск:

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sides should be attractive to their target audiences. It is very important to achieve harmony of images, because yesterday's candidates can become employees tomorrow, and yesterday's employees can enter the labor market. The company's positive reputation as an employer helps to reduce the cost and time of personnel selection, attract qualified specialists, reduce the costs of adaptation and training of personnel, and direct the saved funds to new programs for working with personnel. Thus, when creating an attractive brand of a hotel enterprise in the labor market, HR managers ensure both the attraction of new employees and the retention of existing ones, and thanks to such solutions, the hotel company can develop stably and solve the business tasks outlined by the management [5]. Thus, in the modern hotel industry, the business environment is changing very rapidly. In turn, recruiting and HR specialists are forced to look for new ways, approaches and techniques to constantly improve the efficiency of their work. Due to the shortage of qualified employees in the labor market, special attention is paid to the opinion formed about the employer. Traditional tools for motivating, attracting and encouraging experienced specialists no longer give the expected effect, which is why there is a need to find innovative and effective methods of fighting for "talents", the most promising of which is employer branding, i.e. forming the image of a hotel company as an attractive employer. A strong and successful employer brand allows you to improve all areas of human resources management. With the growing need for high-ranking specialists, creating an employer brand becomes critically important for achieving success for hotel companies in a competitive market in modern conditions of business globalization. Further research in this direction should address the problem of developing a procedure for digitizing the personnel management system.

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APPLYING GREEN TECHNOLOGIES IN THE RESTAURANT BUSINESS

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Restaurants have a considerable environmental impact due to their energy and water consumption, waste generation, and dependence on resource-intensive supply chains. Green technologies provide practical solutions to mitigate these effects, fostering sustainability and reducing the industry's contribution to climate change and resource depletion.

Although the initial investment in green technologies may be significant, many solutions lead to long-term cost savings through decreased energy and water expenses, reduced waste disposal, and enhanced operational efficiency.

Today's consumers are increasingly environmentally conscious and seek businesses aligning with their values. By adopting green practices, restaurants can attract new customers, foster loyalty among existing patrons, and elevate their brand image as responsible and sustainable establishments.

In a competitive marketplace, showcasing a commitment to sustainability can set a restaurant apart from its rivals and draw in environmentally aware customers, making it a crucial factor for attracting and retaining clientele.

Governments around the globe are implementing regulations and offering incentives to encourage businesses to embrace green practices. By proactively integrating sustainable technologies, restaurants can ensure compliance while benefiting from various financial incentives.

Furthermore, improved employee morale and engagement often result from a company's commitment to sustainability. Green initiatives can enhance workplace satisfaction, create a more positive work environment, and attract talent who prioritize environmental responsibility.

By reducing emissions, minimising waste, and supporting local and sustainable agriculture, green restaurants contribute to a healthier and more resilient local community. Adopting green technologies is not merely a trend but a necessary step for the restaurant industry to ensure its long-term viability and contribute to a more sustainable future. It offers many benefits, from economic advantages and enhanced brand image to positive environmental and social impacts.

Implementing green technologies in the restaurant industry offers a range of advantages, benefiting both the business and the environment:

- **Cost Savings:** reduced energy and water consumption directly translates to lower utility bills. Waste reduction initiatives, such as composting and efficient inventory management, can also minimise waste disposal costs.

- **Enhanced Brand Image and Reputation:** consumers are increasingly environmentally conscious and prefer to support businesses that align with their values. Adopting green practices can attract new customers and build loyalty among existing ones, enhancing the restaurant's reputation as a responsible and sustainable establishment. This can be particularly appealing to the growing segment of consumers willing to pay more for eco-friendly options.

- **Competitive Advantage:** by demonstrating a commitment to sustainability, restaurants can differentiate themselves from competitors and attract environmentally conscious customers. This can be a significant advantage in a competitive market.

- **Improved Employee Morale and Engagement:** employees often take pride in working for a company that prioritises sustainability. Green initiatives can boost employee morale and create a more positive work environment.

- **Increased Operational Efficiency:** many green technologies, such as automated lighting and temperature control systems, can improve operational efficiency and reduce manual tasks.

- **Compliance with Regulations and Incentives:** governments are increasingly implementing regulations and offering incentives to encourage businesses to adopt green practices. By proactively implementing green technologies, restaurants can ensure compliance and benefit from financial incentives.

- **Positive Environmental Impact:** reducing energy and water consumption, minimising waste, and sourcing ingredients sustainably contribute to a smaller environmental footprint, mitigating the restaurant industry's impact on climate change and resource depletion.

- **Support for Local Communities:** sourcing ingredients locally can strengthen relationships with local farmers and suppliers, support the local economy, and reduce transportation emissions.

- **Waste Reduction and Resource Efficiency:** green practices encourage efficient use of resources, minimising waste generation and promoting recycling and composting. This can lead to significant cost savings and reduce the environmental burden of waste disposal.

By embracing green technologies, restaurants can create a more sustainable and profitable business model while contributing to a healthier planet.

Applying green technologies in the restaurant business is becoming increasingly important due to growing environmental concerns and consumer demand for sustainable practices. Several areas within restaurant operations can benefit from green technologies:

- **Energy Efficiency:** restaurants are significant energy consumers. Green technologies like energy-efficient kitchen equipment (e.g., ovens, dishwashers), LED lighting, and smart thermostats can significantly reduce energy consumption and costs. Some restaurants are even exploring renewable energy sources like solar panels.

- **Water Conservation:** water-efficient appliances (e.g., low-flow faucets, dishwashers), rainwater harvesting systems, and greywater recycling can help minimise water usage.

- **Waste Reduction:** implementing composting programs for food waste, using biodegradable and compostable packaging, and reducing reliance on single-use plastics are crucial. Some restaurants partner with local farms to source ingredients and reduce transportation emissions. Optimising inventory management can also minimise food spoilage and waste.

- **Sustainable Sourcing:** sourcing ingredients locally and choosing suppliers committed to sustainable agriculture practices reduces the environmental impact of food production and transportation. Offering organic and sustainably-certified food options can also attract environmentally conscious customers.

- **Building Design:** green building practices, such as using sustainable building materials and optimising building orientation for natural light and ventilation, can be incorporated into new restaurant construction or renovations.

While adopting green practices offers numerous benefits, restaurants may face challenges such as high initial investment costs, lack of awareness, and difficulty changing established routines. However, many consumers are willing to support environmentally responsible businesses, and governments are increasingly implementing regulations and incentives to encourage green practices. Therefore, integrating green technologies is ecologically accountable and can enhance a restaurant's brand image and attract customers. Studies on managerial attitudes suggest that while the importance of green practices is recognised, implementation can be inconsistent. Further research and support are needed to facilitate the broader adoption of green technologies in the restaurant industry.

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