



УНІВЕРСИТЕТ імені АЛЬФРЕДА НОБЕЛЯ

ФОРМУВАННЯ МЕХАНІЗМІВ УПРАВЛІННЯ ЯКІСТЮ ТА ПІДВИЩЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ

**XI Міжнародна науково-практична
інтернет-конференція
молодих вчених та студентів**

Тези доповідей

26 березня 2020 р.



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КАФЕДРА ПІДПРИЄМНИЦТВА, ТОРГІВЛІ
ТА БІРЖОВОЇ ДІЯЛЬНОСТІ

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Дніпро
2020

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У збірнику тез доповідей наводяться різні підходи до вирішення актуальних проблем теорії, практики і перспектив розвитку сучасної торгівлі, організації, функціонування й підвищення ефективності підприємництва, забезпечення конкурентоспроможності продукції і підприємства, розвитку біржової торгівлі як складової ринкової економіки, ринку споживчих товарів в контексті захисту прав споживачів, удосконалення технологій та їх впливу на формування екологічної безпеки і якості товарів, послуг, а також інноваційного розвитку підприємств. Одним з тематичних напрямів конференції є обмін досвідом щодо проблем підготовки фахівців з підприємництва.

УДК 65.018.009.12

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Матеріали друкуються в авторській редакції. Втручання в обсяг та структуру матеріалів максимально зменшено.

- competence of enterprise management at all management levels;
- qualifications of specialists who work in functional units;
- availability of an information base.

Strategic planning can also be considered as a set of decisions and actions that are reflected in plans aimed at fulfilling the tasks assigned to the enterprise.

Among these tasks, nine are critical:

- Mission formation;
- Development of the direction of the enterprise, reflecting its internal conditions and capabilities;
 - Assessment of competition factors;
 - Analysis of the enterprise, coordination of its resources with the environment;
 - Identification and evaluation of the most profitable areas of activity in terms of the mission of the enterprise;
- The selection of specific long-term goals and strategies that will ensure the achievement of desired goals;
- Development of short-term strategies related to long-term objectives;
- Application of strategic measures to identify reserves and their analysis;
- Evaluation of strategic actions in order to apply the acquired experience in making subsequent decisions.

Strategic decisions are planned for a long period. They determine the prospects for the development of the enterprise and the welfare of its employees [3].

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FACTORS THAT CONTRIBUTE TO THE FORMATION OF QUALITY AND COMPETITIVENESS OF CANNED FISH

The relevance of the chosen research topic is due to the following two factors. Firstly, the situation in the consumer market of Ukraine is characterized by a high level of competition, that is, various forms of the rivalry of economic

entities for the best conditions for the sale of goods. Secondly, the quality of products is one of the most important competition tools and means of gaining and maintaining positions in the market.

The practical significance of the study lies in the development of topical ways of forming quality and ensuring competitiveness, as well as identifying directions for improving the work on the formation of an assortment of canned fish. Fish and fishery products play a significant role in human nutrition. They are used not only for the preparation of various foodstuffs, but also for the preparation of several valuable medicines, feeds, and technical products. Industrial indicators, chemical composition, the nutritional value of fish depends on its species, breed, age, sex, physiological state, weight, time and place of capture, fish farming technology (placement density, the combination of fish species and breeds in polyculture, feeds and feeding intensity), terms and storage conditions.

One should identify the main indicators that determine the quality and competitiveness of canned fish before identifying the factors that affect its quality and competitiveness. Thus, to determine the quality of canned food, one should take into account the state of the transport packaging and primary packaging, the state of marking, organoleptic, physicochemical, and microbiological parameters.

Among the organoleptic indicators, the following are taken into account: the product appearance, fish laying, the number of pieces of fish, the meat color, the filling color, consistency, taste, and smell. The appearance must be characteristic of the type of fish and its disassembly type. Fish laying must be appropriate for each type of canned food. Pieces of large fish are stacked in cans tightly, the cut is directed to the bottom and lid and small fish are laid flat. Small fish carcasses are laid in parallel or crossed rows. Small fish are placed in cans in bulk. The number of pieces is standardized for large fish. The meat color is characteristic of the type of fish, taking into account the method of heat treatment; the broth is light, the tomato sauce color varies from orange-red to brown. The oil should be transparent. The meat consistency is juicy, as thick as possible. Slight boiling or dryness of meat is allowed. The taste and smell are pleasant, characteristic of this type of canned food.

Among the physicochemical parameters, the following are taken into account: net weight deviation, the ratio of fish weight and filling weight, the length of carcasses, the mass fraction of salt, acidity (for canned food with sauces and marinades), the mass fraction of toxic metals. The ratio of fish weight to filling weight depends on the type of canned food and is expressed as a percentage. In canned food with oil, this ratio ranges from 75:25 to 90:10. The length of carcasses is normalized in Sprats in oil. For sprat, it is in the range of 50-110 mm; for herring, it is in the range of 70-110 mm. The content of salt in canned food is 1.2-2.5%. Acidity should not exceed 0.3-

0.7%. Canned food cannot contain mercury, lead, arsenic; the content of tin and copper is normalized.

Among the microbiological indicators, the Sanitary and Epidemiological Service determine the presence of pathogens of botulism, thermophilic and some other bacteria in canned food.

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ACTUAL PROBLEMS OF PREPARATION OF QUALIFIED ENTREPRENEURS

Entrepreneur – a person engaged in entrepreneurial activity. Each entrepreneur may have their own business or may begin to help create a business for other business owners. In English-speaking states or countries, the word “businessman” is used.

The main problems of the medium and small business of the country are considered to be low payability, lack of capital for business development, as well as a little work. A bad work of the right-hand guard, a high load and a situation in the east of Ukraine does not stop.

On the other hand, the list is divided by high competition and a lack of excellent means. At the same time, the design of the concurrently stimulates the improvement of the quality of goods and services, to optimize the costs, the costs, and to select the qualified access.

A disadvantage of working tools is the biggest problem for a developing business, as it is in crisis, as well as not very redundant.

The main reasons are inconsistent appraisal of cost and distribution of means.

For the effective use of human potential in the interests of the digital economy, it is necessary to create conditions for conducting productive professional activities for the widest possible range of employees, taking into account their qualifications. In this context, the preparation of a new generation of workers should take into account the technological specifics of the digital economy, and new strategies for solving various professional problems, and the development of students' readiness for activities in flexible employment formats, including completely remote (from sending a resume and applying for a job before presenting the results of the work performed).

Of particular interest is the training of specialists for small and medium-sized businesses, owning a variety of tools of the digital economy to solve the problems of entrepreneurship. The secondary vocational education system is an important part of continuing education for solving the problems of the digital economy and has great potential for preparing specialists for entrepreneurial activity. In the structure of entrepreneurial activity, a special place is occupied by work with the target audience (CA). Qualitative and quantitative analysis of CA indicators allows businesses to understand potential needs and so focus on the properties and features of their product in order to convey them to CA with the greatest accuracy. In a situation where the client has realized what needs he will be able to satisfy thanks to the product offered to him, the probability of a deal is maximized.

In the beginning, the entrepreneur did not understand, why it would turn out that way. And then analyzed the situation and realized the errors. After I changed the order of the accrued salaries and their sizes, I also adjusted the prices. In addition, he formed a reserve of monetary funds for development.

With the development of business, new problems appear that employers face, namely: "How to increase the interest of specialists in the field of economics and entrepreneurship in work and self-development." Current trends in the development of the national economy are characterized by the emergence of various types of business and fairly stable development of trade and services. This is precisely what causes the market demand for specialists who could ensure effective business operations.

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THE ESSENCE OF CRM SYSTEMS

To date, information technology has reached a new level of quality and allows to greatly extending the possibilities of fruitful management, as they provide advanced capabilities for collecting, processing and analyzing information of various levels. The complex method of working with information allows increasing the efficiency of work of executives, every employee, including managers, financiers, marketers.

It is the management and full interaction of the company in modern conditions is a complex and complex process, which involves the selection and implementation of a certain set of management influences on current time intervals in order to fulfill the tasks, ensures its stable financial and socio-economic development.

Information systems reveal the professional capabilities of specialists and allow you to carry out the activity of the business entity more rationally, purposefully and more effectively. In modern conditions it is necessary to constantly improve production efficiency, reduce reaction time to any changes of the external and internal environment, bring to a new level the quality of customer service, reduce costs, etc. For realization of all set tasks, fast reaction to changes, carrying out of analysis of activity and improvement of quality of work of the enterprise manager it is necessary to have complete and accurate information in real time modes [1].

Understand the status of the production cycle, the actual number of inventory, adherence to delivery times, tasks of personnel management, financial accounting, stages of interaction with the client. The wide range of control areas and the large amount of information create the need for enterprise automation, so this task is key and its solution is related to the processing of a large amount of information. Investigating information flows of the company often reveals a common problem that arises when registering and accompanying clients, creating a customer base of the organization. For successful implementation of such tasks the production activity of the enterprise must be managed and strictly planned. In this regard, CRM systems have become widespread.

In 1993, Thomas Siebel founded Siebel Systems. Siebel spent almost all of his time communicating with clients and understanding what they need as a result of a painstaking research work, a program for automation of sales and sales, and a little later for automation of marketing and support – Siebel Sales Enterprise – Siebel CRM ("Mother all CRMs").

In 1995, the term CRM (Customer Relationship Management) came into existence – customer relationship management. It was first used by Siebel Systems to reflect the specifics of this type of software.

CRM – the system allowed collecting and storing information about clients, to analyze it and to make certain conclusions, or simply to provide this information to employees in a convenient form. The main task of CRM is to obtain information from the collected data that can be used directly to increase profitability and business efficiency, creating new and additional services for different groups of clients on the basis of this data.

In the mid-1990s, the term "CRM system" got a whole new quality. The CRM system has come to understand the end-to-end automation of customer-centric sales technologies. The term CRM itself was first used by Sybel Systems to reflect the specifics of this type of corporate software [1].

With the advent of networks, these information systems have grown and become systems for automating the activities of various departments of the organization.

The next stage of development in this direction was the emergence of "full" CRM systems, which include the full automation of all the company's activities in the entire spectrum of customer relationships.

Thus, Customer Relationship Management (CRM) stands for Application Software, which enables automation of customer interaction, which in turn will lead to increased sales, optimized marketing activities and increased service levels, by retaining customer information in the dynamics of their relationships, normalizing business processes and further analyzing results [1].

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9 LAWS OF CONSUMER BEHAVIOR

Undoubtedly, any marketer should have a good understanding of the motives of their target audience. Judge for yourself: how can you create truly personalized content or an advertising campaign without knowing the customers for whom it is being created?

Therefore, before embarking on the formation of a marketing strategy, it is worthwhile to understand how people's thinking works and what drives them.

Knowing the basics of psychology and applying them in marketing will make your content much more attractive to customers: given the psychological characteristics of the target group, you can attract new visitors and convert them into grateful customers.

9 tips for optimizing conversion based on human psychology and behavioral economics.

1. Mutual exchange. Dr. Robert B. Cialdini in *Influence: The Psychology of Persuasion* defines mutual exchange as a natural desire to thank someone who has done something for you. A sense of appreciation and gratitude arises when others behave sincerely and are ready to help you.

Give the client a gift – so you earn his loyalty, which will lead to long-term cooperation.

A gift does not have to be expensive – everything will do: from a T-shirt with a company logo or an exclusive version of an e-book to branded «wallpapers» for your desktop or current research in a specific area.

Even a hand-written postcard is suitable as a sign of attention. Delighting subscribers with small gifts, you will get a strong relationship with the audience.

2. Obligations. Cialdini claims: people don't like breaking promises. If a person has given his word to dine with someone in a cafe or to subscribe to the newsletter, then it seems to him that he is obliged to do this. Having bound ourselves with obligations, we subconsciously strive to fulfill them.

Knowing the principle of commitment, you can reduce the outflow of customers. Continue to please people with small gifts (point 1) and remember – the stronger the obligations that the client feels for the brand, the more difficult it is for him to break off relations.

Also, think about pricing. Reducing prices or special offers for new visitors is a good way to convert them into leads or sales. When you get new customers, offer them quality service, an excellent product, and personalized content.

3. Authority. According to Cialdini, most people have authority. We tend to share the opinion of professionals in a certain field – only because these people, in our opinion, deserve trust.

Increasing the authority of your content is quite simple: just post information about the authors next to their articles, e-books, video tutorials, or official documents.

This will show how smart and professional your marketers are, which is extremely useful for establishing intellectual leadership in a niche.

4. Social evidence. Most people tend to focus on the opinions of friends and acquaintances. If you like, this effect can be called «herd»: remember the school disco in the elementary grades – how embarrassing it was to go out on the empty dance floor first, right?

But as soon as two or three «daredevils» appeared there, the site was quickly filled with the rest. Apparently, the desire not to stand out and match the environment with age does not pass, but only deepens.

Remember the principle of social proof when promoting a blog or landing page. Readers or visitors are much more confident in performing the targeted action when they see the number of your subscribers on social networks and the number of people who have already completed the form.

5. Sympathy. By sympathy, Cialdini understands our tendency to interact with people and companies that had made a positive impression on us.

At the same time, the level of intelligence of the interlocutor or, say, the degree of social responsibility of the brand most often does not matter. If you feel sympathy, you will enjoy communicating with a person in any case.

The principle of sympathy is extremely important for brand promotion. Keep in mind: in order to be «pretty» you don't have to seem «good» The brand's marketing strategy may well be assertive and aggressive – provided that your target audience likes it.

The main thing is that people have a feeling of a positive connection with the brand, and by what means to achieve this effect is the business of the marketer.

6. Deficit. Remember, how long have you seen offers with text like: «Only three places at a special price!», Or «Internet marketing course with a 70% discount! Two days left.» This is the concept of scarcity, according to Chaldini. The principle goes back to the simplest formula of supply and demand: limited supply of an exclusive product stimulates demand for it.

This tactic is very good at organizing landing and emails headers. Need to raise ticket sales? Then send your subscribers a reminder that the event will be held in a few days, and there are almost no empty seats.

7. The illusion of novelty. The illusion of novelty is an interesting psychological effect that occurs when a person, having first seen a product, begins to notice it everywhere.

This principle is important to keep in mind when developing a marketing strategy – it must be reliable and comprehensive, because regular contextual advertising is not enough here.

Having «patched holes» with remarketing in inbound marketing and integrating content for all promotion platforms, you will not only attract an audience, but also create a connection between the advertising message and people who have already seen your promotional materials.

8. The effect of verbatim. The essence of this concept is that people, as a rule, remember the general idea of a message instead of details. For example, if you prepared a presentation on writing and editing blog posts, then it will remain in the customers' memory that they listened to material about using the blog in business.

Modern audiences are more demanding of headlines that not only attract attention, but also convey the content of the material in a few words. From this it follows that the headings should «strike into memory» and give a general idea of the article or offer.

9. Grouping. Our short-term memory is very limited, and most people are able to memorize no more than seven elements of information at a time. Based on this, people prefer to combine similar information into thematic groups.

For example, before going to the store, it is better to create a list of thematic categories (cereals, meat, vegetables, sweets, etc.).

It will be easier for «scanners» to navigate if you group blog entries by topics, and on a landing page by bulletins. In addition, it is very useful to use various lists, tables, diagrams, etc. in the text. This will not only increase the readability of the materials, but also leave a kind of «anchor» in the memory of visitors.

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